

# SAH JOURNAL

THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

January-February 1995

Issue Number 154



#### **BROOKS STEVENS DIES AT 83**

Designer Brooks Stevens died on January 4th, 1995 of heart failure. Well known in automotive circles for his work on behalf of Studebaker, Jeep, Harley-Davidson, the Oscar Mayer wienermobiles, and the Excalibur, he also designed a vast number of consumer and industrial products. Notable examples are the Clympian Hiawatha train for the Milwaukee Road, the Hamilton Fuff-Dri - the first clothes dryer to reach the market, and an artleco iron for Hamilton Industries.

SAH members had a special regard for Stevens, who hosted the Board of Directors and guests for a personal tour of his Mequon, Wisconsin museum in April 1993. A profile of Brooks Stevens and his automotive work by Val V. Quandt appeared in SAH Journal No. 151, July-August 1994.

#### AD PROGRAM IN FULL SWING

As announced in the last issue, our program of accepting advertising in SAH Journal has reached fruition. You will see the first of these paid display ads for items and services of interest to automotive historians in this issue. The "Billboard" continues as a non-commercial medium for exchange of information or occasional sale or swap of books, literature, or memorabilia. From now on, regular sellers of such items will be directed to our display ads.

For further information on advertising and 1995 rates, contact SAH's advertising manager Don Leach:

Macdonald H. Leach One Poplar Point Road Edgewater, MD 21037 USA Telephone (410) 266-7253

We will also accept ads for available space in the upcoming 395 Membership Directory. This, too, will circulate to all SAH members, and will likely be consulted many more times than the average issue of the *Journal*. If you are interested in advertising in the Directory, please contact Don today; we expect a press deadline of March 15th, 1995.

### **BUICK HONORED IN ABROATH**

Seeking to overturn the maxim that a prophet is not without honor save in his own country, Scotsman Eric Buick set about to memorialize automotive pioneer David Dunbar Buick in his birth-place of Abroath, Scotland. Eric Buick, countryman but not, apparently, clansman of David, wrote to Buick Division of General Motors, where manager of news relations Larry Gustin was able to get Division approval to sponsor and dedicate a commemorative plaque in Abroath.

The plaque was cast in Scotland, and mounted on the wall of the Masonic Temple in Abroath, the sole building remaining on Green Street, where David Buick was born in 1854. A dedication ceremony was held on June 9th, 1994, within a few days of the ninetieth anniversary of the completion of the first Buick automobile built in Flint, Michigan. Buick brass participating in the ceremony, in addition to Gustin, were general sales and service manager Bob Coletta, assistant general sales manager for customer satisfaction Chris Wolf, and Rick Pellafone, director of customer assistance.

Curiously, this event seems to have been underreported by the US enthusiast press. SAH Journal is grateful to member Don Franson for bringing it to our attention by sending a clipping from GMEncore, a publication for retired General Motors employees. A well-illustrated, two-page account by Larry Gustin also appeared in the British magazine American Car World (see "Doing Something Interesting," this issue). ACW is edited by SAH member Tony Beadle, who also arranged the attendance of several historic Buick automobiles at the ceremony.

# IS THIS YOUR LAST ISSUE?

We certainly hope not! However, if you have not yet paid dues for 1995 this is the last issue of *SAH Journal* that we will be able to send you. Not sure if you've paid? Just check the mailing label on this *Journal*. If it shows [94] to the right of your name and membership number we have not credited your 1995 dues, and your mailings will be discontinued after this issue. Please send your 1995 dues payment of \$25.00 (US funds) today to:

James H. Cox, Treasurer P.O. Box 339 Matamoras, PA 18336-0339 USA

Honorary, Life, and Founder members are not required to pay annual dues, but contributions in lieu of (or in addition to) dues are welcome, and will help in carrying out the work of the Society.

If it appears that we have not correctly credited your payment, please contact the editor at 1102 Long Cove Road, Gales Ferry, CT 06335-1812 USA or phone (203) 464-6466.



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# **NEEDED: AN EDITOR!**

Since 1989, Kit Foster has done double duty as editor of both SAH Journal and Automotive History Review. He has asked the Board to choose a new editor for the Journal, effective with the November-December 1995 issue. He is willing to work with the new editor through a phase-in period which can begin immediately. If you are interested, please indicate your interest to Pat Chappell, chair of the Publications Committee, at 215 Peirce Road, Wilmington, DE 19803 phone (302) 658-4987. For specifics of the editor's duties, contact Kit at 1102 Long Cove Road, Gales Ferry, CT 06335-1812 phone (203) 464-6466 or e-mail to zin@delphi.com.

# **EDITORIAL COMMENT**

The time has come, the walrus said, or, as my predecessor more plainly put it some five years ago: "Sooner or later af things must come to an end." Elsewhere in this issue you will notice that we are seeking a new editor for this Journal, not. I can assure you, in any sense of emergency, but because the time has come for a transition.

Over the last couple of years it has become apparent that the interests of the membership could best be served by more attention to our magazine Automotive History Review, but without any lessening of emphasis on the Journal, which is itself growing. Your Board agreed that probably the best way to accomplish that was to have separate editors for the two publications, as we have done over much of our 25-year history. It was my feeling that, due to various factors which include a career change and increasing involvement in other SAH functions, our mutual interests might be served if a new editor could be found for the Journal, the regular appearance of which is essential to our existence. This would then allow me more time to devote to the Review. An orderly transition period is desired, so we hope that interested members will contact Publications Chair Pat Chappell right away.

"No reply without SASE." We see that phrase in classified ads for cars or parts, but in my experience our network of members interested in history has been pretty willing to respond to serious queries regardless of the circumstances. I've always tried to respond when called upon, too, in some cases suggesting other sources if I did not possess knowledge or resources myself. Admittedly, my "delay time" has grown over the last couple of years, as several correspondents will attest, but I try always to follow through in some fashion.

It's disturbing then to find that a member has not had similar "success" in joining SAH. One European member, in deciding to "retire" from the Society, noted "writing with SAH members has been fruitless: no reply from everybody, save one person I wrote." His conclusion, which I certainly hope is a misconception, is that he was not considered a serious or experienced historian among a cadre of "elite" (his term) practitioners. If we are to continue growth we need to insure that no one with an interest in automotive history feels shut out of our network, and the surest way to do so is to respond expediently and politely to each inquiry from a fellow member.

Finally, as you'll see in the "Letters" section, our ballyhooing of electronic mail, or "e-mail," has inspired some members to correspond with the Journal via that medium, which I certainly encourage. The letters with e-mail addresses in this issue appear without having been retyped by anyone: they have come from writer to page entirely as electronic "bits." That does not mean, however, that we shun those who hold to the old technologies. Every communication is important to us, even those written on parchment with quill pen! If you don't have a vehicle roadworthy for the information highway, just use your old jalopy. The mail carrier still stops at 1102 Long Cove Road.

-Kit Foster

# LOYSEN NAMED TO EDIT AIR COOLED NEWS

The H. H. Franklin Club has named SAH member Ne Loysen as editor of the club's thrice-yearly magazine Air Cooled News. Loysen, of Warwick, Rhode Island, has a broad interest in luxury cars of the twenties in addition to his specific regard for the Franklin marque - the longest-lived air-cooled automobile of the United States.

### PRESIDENT'S PARAGRAPHS

Those of us who come from the past will recall a noxious potion called castor oil, which, it was said, was "good for you." So be forewarned today as Dr. Vinson spoons out some verbal sulphur and molasses intended to improve the Society's performance and the health of automotive history.

The Society of Automotive Historians was founded, in part, to "encourage ... preservation ... of historical facts concerning the development of the automobile and related items ...." It has been some time since the *Journal* has turned its attention to this aspect of SAH's charter, and we are presenting the following materials with the hope that it may be of value to you in your individual efforts to record automotive history.

Three of our submissions concern the preservation of past history. The first is based upon two articles on "Oral History for the SAH Researcher" which appeared in SAH Newsletters Nos. 47 (February 1976) and 53 (May 1977). These were written by former members Terry B. Dunham and Stanley W. Liszka, Jr. Given the trend toward "paperless offices," oral history may be destined to play an increasingly larger role in the career of the historian. The second is a list that was prepared in 1990, in large part by Howard Applegate, a past president, for the SAH Archival Committee on the type of corporate records that should be sought out in court files, county libraries, and the like. Finally, in this first group, we have a model letter developed by Shelby Applegate, a past secretary, to be sent to local libraries and museums, enclosing a copy of Howard's list.

With respect to current history, you will find a list, prepared by director Helen Earley for Oldsmobile in December 1988, of signifiant materials that that Division should preserve each year. Obviously, it has application to all vehicle manufacturers and not just Olds. Since that time, some manufacturers (Buick, Ford, and Chrysler Corporation come to mind) have developed interactive sales materials using CD-ROMs and IBM- and Macintosh-compatible diskettes, and it is important that these be preserved as well; any comprehensive list today should include them.

Finally, with a nod to the fast-approaching future (which, in fact, may already be here), we turn to the problem of historical preservation in paperless offices. That this is a timely subject is confirmed by an article in the November 21, 1994 Automotive News headlined "Big 3 Decree to Suppliers: Paper is Dead." The ability to communicate instantly with suppliers worldwide has dictated the change to computers, which has advanced to such a point that "the GM speaker said his company soon will be unable to generate blueprints." Future historians are going to find greatly reduced paper trails in their efforts to reconstruct corporate life, and it is imperative that we all become aware of the potentially negative effect on automotive history that electronic technology may have. SAH's contribution to this has been to adapt for corporate use guidelines proposed in 1994 by the National Archival and Records Administration for use by Federal agencies. You will find an article on this subject elsewhere in the Journal. Helen Earley has submitted the guidelines to Oldsmobile for consideration, as the Division has no system to electronically archive historical data. The elimination of paper, however, does not eliminate preservation problems (see Rothenberg, "Ensuring the Longevity of Digital Documents," Scientific American, January 1995 - pp. 42-47).

Turning from paper to bricks and mortar, there are other organizations which help in the preservation of automotive history through their attention to the buildings in which that history occurred. Dave Lewis, in *Newsletter* No. 25 (April 1972), called our attention to the then still-existing early factories. These are candi-

dates for inclusion in the Historic American Building Survey/ Historic American Engineering Record (HABS/HAER) under the National Park Service. Nominations are made by state historical societies, and your recommendations should be made accordingly. The Society of Industrial Archeology is the private organization most intimately involved in these efforts. If you are interested in the preservation of gas stations, garages, or showrooms, the Society of Commercial Archeology would be interested in your views. Finally, the National Park Service also designates historic road sites. Because of the economic infeasibility of retaining large structures like Chrysler's departed Jefferson Avenue plant, documentary and survey programs like those of HABS/ HAER are especially significant. Preservationists in France were up in arms several years ago when Renault shut down Billancourt without allowing documentary photographers to record the works before demolition. There are probably similar horror stories to be told here, but the existence of HABS/HAER may make that less likely these days.

Feel better now?

-Taylor Vinson

# Oral History for the S.A.H. Researcher

(Adapted from articles by former members Terry B. Dunham and Stanley W. Liszka, Jr., which appeared in SAH *Newsletters* Nos. 47 (February 1976) and 53 (May 1977).

#### Equipment.

A tape recorder is essential to oral history projects. Do not economize on either the recorder or its cassettes. A recorder with a built-in microphone is preferable for interviews provided that the interviewer has a separate on-off remote cord switch. The interviewee will be less self-conscious of the interview if (s)he is not faced with a hand-held or visible microphone. Those who want to use a recorder to take notes while involved in a research project might prefer a hand-held microphone with on/off switch.

The machine should also have a visible or audible indicator that the tape has come to the end of the cassette so that the interviewer can concentrate on the interview without wondering if the tape is near the end or has run out. The recorder should operate both on 110 volts and on batteries (for interviews "on front porches, under trees, and by the shores of lakes". Also useful for interviews over the telephone or in countries with different voltages than the U.S.). A tape footage counter is a big help in retrieving specific spots in the interview for later listening.

Choice of high quality tapes should ensure greater clarity of the material recorded. Ninety-minute tapes are recommended as anything longer becomes "too physically small in tape thickness... and can break due to back and forth motion of the machine" (true in '77, but true today?). Buy only cassettes which have double-jointed cases held together by screws, so that you can easily take it apart when a malfunction happens.

#### Preparing for the interview.

Take extra batteries, an extension cord, spare tapes, splicing tape, a small razor-like cutting device, and a small screwdriver that can open the cassette tape case. When using a new tape, pre-stretch it by running it through the recorder on fast forward and reverse speeds. This will help prevent the tape from kinking at a potentially critical point in the interview. Make sure that tape recorder heads are always clean as well as demagnetized.

Be prepared! Review some of the historical details from the period that the interview will cover. Jot down questions to get the interview rolling and check them off when answered. Some people have never been interviewed and it may take some leading questions to put them at ease and to get them going. Admit your ignorance and demonstrate your knowledge by the questions you may ask.

#### The interview.

At the beginning, establish the date, place, and name of the interviewer, the interviewee's name, age, birth date, birth place, education (formal or informal with dates if possible), occupational experience (dates if possible), job titles, societal roles, etc. This places the interviewee within time and society. For instance, the perspectives of a corporate executive are likely to be very different from those of a worker on the company's assembly line. For this reason, an interviewer should ask similar questions of disparately placed people who have shared a common historical experience. This will provide the interviewer with a variety of views from which (s)he may be able to derive a consensus, or to indicate that variant views exist on a specific historical problem. Be sure and ask for the source of the interviewee's information ("John, the foreman, said" or "It was an open letter posted on the bulletin board from Les Colbert, who was president at the time.").

Always make the first interview as accurate and complete as possible; interviewees die and you may not have another chance. Ask for leads to others who may be able to contribute to the topic. Anticipate emotional reactions and requests for confidentiality. If a comment is to be "off the record," assure the interviewee that taped comments will be treated confidentially. If it is essential to use the information at a later time, write or call and ask permission, giving your reasons.

An interview may include more than one interviewee. A group interview can provide a very dynamic and ongoing discussion, with the varied members correcting or amplifying individual points that some group members can only offer but not develop fully. However, a group is sometimes difficult to handle because of one or more members dominating the group interview.

#### After the interview.

If the interviewer correlates the transcribed oral account with the available written materials and discovers a disparity, remember that very few historians have seen the whole body of written materials on any subject and the same applies to oral history.

The next act is to report the results to interested persons, such as SAH members. This should not be regarded as the final stage, because readers of the *Journal* or *Review* frequently respond with amplifications, comments, and criticism, leading to refinements of the points and conclusions of the original article that resulted from the oral history.

# ARCHIVAL MATERIALS RELATING TO AUTOMOBILE MANUFACTURERS

- A. Corporate Existence and State Regulation
  - 1. Certificate or Articles of Incorporation
  - 2. Certificate of Merger
  - 3. Certificate of Change of Corporate Name
  - 4. Certificate of Dissolution
  - 5. Vehicle Registration Records, including Manufacturers' plates.
  - Records of Regulatory Agencies (e.g. Labor Planning, Land Use)
  - 7. State Tax Records

Note: Items 1-4 should be on file with the State Commissioner of Corporations.

B. Corporate Records

- 1. Minute Books of the Board of Directors
- 2. Minute Books of Corporate Management Committees
- 3. Stock Transfer Books
- 4. Financial Journals or Ledgers
- 5. Banking Records (including cancelled corporate checks)
- 6. State and Federal Tax Records
- 7. Dividend Payment Books (if separate from 4.)
- 8. Audited and Unaudited Balance Sheets and Profit/Loss
  Statements
- 9. Printed Annual Reports
- C. Management of the Company
  - 1. Materials Relating to Labor Relations and Personnel
  - 2. Materials Relating to Establishment of Wholesale/RetailPrices
  - 3. Materials Relating to Suppliers of Materials and Components
  - Company Correspondence with Distributors, Dealers, and Customers
  - 5. Files on Research and Development
- D. Miscellaneous Corporate Assets
  - 1. Location of Real Property and Deeds thereto
  - 2. Materials Relating to Patents, Trademarks, and Copyrights
  - 3. Receipts from Sale of Property in Bankruptcy or otherwise 4. Engineering Drawings of Vehicles and Components
- E. Publicity Related to Marketing
  - 1. Printed Materials
    - a. Trade Catalogs
    - b. Direct Mail Pieces
    - c. Newspaper Advertisements
    - d. Magazine Advertisements
    - e. Branch Office Communications to Dealers
    - f. Press Releases
    - g. Publicity Related to Early Reliability Runs
  - 2. Photographic Materials
    - a. Prints
    - b. Negatives or Glass Slides
  - 3. Original Artwork
- F. Court Records
  - 1. Bankruptcy Proceedings
  - 2. Litigation (e.g. stock fraud)

-Howard Applegate

# LETTER TO BE SENT TO LOCAL LIBRARIES AND MUSEUMS

Dear Sir or Madam;

The Society of Automotive Historians is an international organization formed in 1969 to promote the study of automotive history, to encourage the preservation of documents, and to recognize outstanding contributions to the field. SAH does not believe, as Henry Ford, that history is bunk. For example, we think automotive history is crucial to understanding how this country changed from a rural to an industrial society.

This letter is being sent to historical societies, libraries, museums, corporate libraries/archives, banks, and courts. We hope that they and you are willing to help us locate and describe documentation relating to [your/our state]'s automotive history.

Enclosed is a list of the types of archival materials that are important to researchers. Enclosed is a postcard that we'd appreciate your completing and returning. Please let us hear from you within two months of the date of this letter, even if you find no materials.

If you find materials but cannot describe them, we'll get one of our members to do it. If you have any questions I'd be pleased to try to answer them. Thanks for your help on this project.

Sincerely,

-composed by Shelby Applegate

# SIGNIFICANT ITEMS TO ADD TO OLDSMOBILE COLLECTION EACH MODEL YEAR

**Product Description Manual** 

Full set of Car Catalogs

Salesman's Folder (updates as revisions are made)

All Sales Promotion Bulletins

All GM Service Bulletins

American Automobile Manufacturers Assn.

(formerly MVMA) Specs.

Full set of Owner Manuals

Full set of Service Manuals

GM Parts Division Parts & Accessories Illustrations Catalog

**GM Parts Division Parts Catalog** 

Final Production & Options Usage by car line and body style

(Canadian, Export, and Combined)

Press Kits (both Long Lead & New Car)

Trailer Towing Brochure (if separate from full line catalogs)

Warranty/Maintenance Schedules

Dealer Padded Upholstery and Color Chip Albums

Advance Ordering Information Notebook

Color Chip Folders

Passenger Car/Vehicle Registration Explanation sheet

Beginning and Ending VIN Numbers by assembly plants and car lines

Full set of Postcards

Any Optional "Value Package" Folders

Complete set black-and-white Photographs (both car and technical) with Negative Numbers and Sources.

Complete set of color Photographs with Negative Numbers and Sources.

One sample each of Olds materials put in glove box of new cars - by car line.

Copies of all News Releases issued each calendar year, including photos.

Copies of all Internal Publications issued each *calendar* year. Copies of Photographs and/or Negative of pictures used in

Internal Publications, with proper identification (who, what, why, where, when).

Copies of any Special Event Publicity (i.e. Indy Pace Car, Hurst/Olds, Motorsports participation, etc.) with accompanying photos and identification.

Copies of Photographs (with Negative Numbers and Supplier) showing assembly lines action, and other manufacturing action inside the plant, with proper identification.

Copies of Photographs (with Negative Numbers and Supplier) taken inside and outside plant showing changes to buildings or processes, acquisition of land or buildings, machinery, etc., with identification and dates.

One Master 3/4-inch VHS Videotape of each TV Commercial.

Copies of all Ad Proofs used each Model Year (from advertising agency).

Copies of Organizational Charts as issued.

Copy of General Engine Information Charts.

Copies of any Videos and Films made during the calendar year.

-Helen J. Earley

### **Electronic Mail Systems (E-mail)**

As mentioned in the President's Paragraphs, the National Archival and Records Administration (NARA) proposed a regulation in March 1994 under the title "Managing Records on Electronic Mail Systems." The regulation would apply to Federal agencies but it seems equally appropriate for corporate record systems as well. Given the distinct trend towards minimizing paper records, corporate historians and archivists should recognize the importance of preserving electronic records and assuring the integrity of what's preserved. NARA specifically acknowledges the importance of this to historians in at least two places in the document.

NARA has developed a comprehensive definition of "record," and considers these types of e-mail transmissions to fit the definition:

1. Containing information developed in preparing position papers, reports, and studies;

Reflecting official actions taken in the course of conducting corporate business;

3. Conveying information on corporate programs, policies, decisions, and essential transactions;

 Conveying statements of policy or the rationale for official decisions or actions;

 Documenting oral exchanges, such as meetings or telephone conversations, during which policy was discussed or formulated or other corporate activities were planned, discussed, or transacted.

Guidelines are provided on preserving, among other things, transmission and receipt data, draft documents, and maintenance and disposition of records created on e-mail systems. The proposal, however, fails in the critical area of security of e-mail records. It simply notes that "adequate measures" must be taken "to protect E-mail records from unauthorized alterations or deletions" without specifying what these measures might be. To what end the preservation of an electronic record if its integrity cannot be assured?

As this is probably not of great interest to many of you, we have not published in the *Journal* our adaptation for corporate use of "Managing Records on Electronic Mail Systems." However, any member who would like a copy of this sixteen-page double-spaced document may send a SASE (78 cents) to me at 1314 Trinity Drive, Alexandria, Va. 22314.

-Taylor Vinson

### SAH AWARD WORKS SOUGHT

One goal of the SAH Archival Committee is to located space for the Society's "library" of award publications. However, at present these is no library per se, since SAH does not have copies of most of those publications.

Over half the awards have been made to SAH members. We urge members to provide copies of such publications so that these significant pieces may be placed in a proper permanent location where they will be safe and readily accessible to writers, historians, and others for use.

We urge you to contact either Helen Earley, 6200 Birch Row Drive, East Lansing, MI 48823-1609, phone (517) 885-1502, or Sinclair Powell, 8 Ruthven Place, Ann Arbor, MI 48104, phone (313) 769-1188. Let them know what you can contribute for the library. Copies of works will be accepted at the April Board meeting in South Bend and at the annual meeting at Hershey in October.

SAH Journal No. 154 January–February 1995

# ING. RUDOLF HRUSKA AUSTRIAN ENGINEER, FATHER OF ALFASUD

by Jan P. Norbye

The prominent Austrian engineer Rudolf Hruska died during the recent holiday season, exactly six months before his 80th birthday. He was famous as the "father" of the Alfasud, but his name was associated also with Porsche, Cisitalia, Fiat, and Simca. Born in Vienna on July 2nd, 1915, he studied engineering at the Technical Universities of Stuttgart and Vienna, and began his automotive career by accepting a job offer from Magirus in Ulm in 1937. In his student days he had befriended Karl Rabe, who invited him to join Porsche in 1938. After becoming acquainted with the Kdf-Wagen project, Hruska was sent to Wolfsburg as a production engineer and stayed there until 1942. He spent a year or more as a liaison engineer for Tiger tank production, and then was put in charge of organizing the production of a small Porsche-designed farm tractor.

His search for suppliers led him to OM in Brescia, where he stayed until 1945. He finished the tractor project in the Porsche shops at Gmünd in Austria (it was sold to Allgaier) before being sent back to Italy, this time to help Piero Dusio realize the 12-cylinder 4wd Cisitalia (Porsche 360). While in Turin, he met and married Lidia Bongiovanni, who had been a track star on Italy's 1936 Olympic team. He was also associated with Count Lurani, Tazio Nuvolari, Marquis Antonio Brivio, Louis Chiron, and Charles Faroux in getting the old Prof. Porsche released from the French war-crimes commission.

In 1951, Porsche loaned Hruska out to set up an assembly line (the first!) for Alfa Romeo in the old Portello works, where he stayed on as technical director. He was instrumental in organizing production of the Giulietta spider and coupe by Pininfarina and Bertone, but left Alfa over a dispute with IRI/Finmeccanica officials in 1959.

Fiat engaged him in 1960, and sent him to Paris to serve as technical advisor to H.T. Pigozzi, head of Simca. After three years, he was called back to Turin to solve development and production problems with the new model range (124, 125, Dino, 130, and 132). In November 1967 Alfa Romeo president Giuseppe Luraghi called him to discuss a project that became the Alfasud, from the design of the car to the plant architecture, tooling, and methods. Production began on May 20th, 1972, less than 90 days behind schedule (a miracle in Italy) with money to spare from his 300 billion lire budget! He was given a seat on the Alfa Romeo board of directors and the duties of engineering supervisor. In 1975 he was appointed technical consultant to the chairman of the Alfa Romeo group, an office he held for five years. Retiring from Alfa at age 65, he became an independent consulting engineer. He served as a close advisor to Franco Mantegazza of I.DE.A. Institute, and had auto industry clients in processing of minerals and research on new uses for cement and other roadbuilding materials.

Hruska slowed his schedule in 1990, and began to ease off on his sporting exercises, skiing and tennis. Our last meeting was at the Turin Motor Show in April 1994. He was still tall and elegant, impeccably dressed, with the same noble manners - his dignity underlined by his mane of wavy grey hair. We have lost a giant. He is survived by his widow, Lidia, and his only son, Michael, who works in export sales and marketing for BMW in Munich.

#### BUGATTIANA IN THE PIPELINE

Norbert Steinhauser is a Swiss geologist who, upon retiring to the South of France about ten years ago, decided to devote much of his scientifically-channelled energy to researching the hard facts of Bugatti history. Since then he has combed the archives in France and Italy of government institutions, schools, churches, industrial firms, museums, private families - each and every potential source of information he could imagine. "It was all out there," he has told me. "All one had to do was go out and look for it - but what an almost endless task!" He has found the documentation that will invalidate much of what has been written by such basic sources as Ernest Friderich, W.F. Bradley, L'Ebé Bugatti, and Ettore himself.

Norbert is knowledgeable in the field of mechanical engineering. His interest in Ettore tends to cut off soon after World War I, when, he feels, the artist-mechanic mutated into the industrialist. Norbert visualizes two hefty volumes, one biographical, the other technical. The quite huge undertaking is now about half done in final draft, and is progressing. The author has not yet begun to look for a publisher. Those of us who have seen what he is doing are as impressed as we are impatient.

Antoine Raffaelli is more than a pillar of Bugattism and of the generalized old-car movement in France: he pertains to the essence of both. He is a native of Marseille who, since he began long years ago has owned 44 Bugattis. One of his exploits was finding the original T.10, the prototype of the T.13, in a wrecking yard near Bordeaux. For years he had his own racing car museum, plus a school for racing drivers, at the circuit Paul Ricart. From there he moved to become director of the Musée de l'Automobiliste at Mougins, near Cannes, where he is still a consultant. His knowledge of the T.35 Bugatti in all its mutations is encyclopaedic, and the errors of others have provoked him to take the pen in his own hand. The book which he is now bringing to a conclusion will be in two parts, one subjective and anecdotal, the other revealingly technical. Knowing the author, one can look forward to a read with lots of torque. Raffaelli needs all of the intimate photos of early T. 35s which enthusiasts may kindly share with him, care of the Musée de l'Automobiliste, Autoroute A8,06250 Mougins, France.

-Griffith Borgeson



FATHER AND SON: Rudolf Hruska and the Alfasud. Courtesy Jan Norbye.

# INTERESTING....

#### EBERT CONTRIBUTES GREAT EVENTS

Member Robert R. Ebert, of Rocky River, Ohio, is the author of three entries in Great Events from History II: Business and Commerce, published by Salem Press of Pasadena, California, in 1994. Ebert's articles are "The Number of U.S. Automakers Falls to Forty-Four" (1927), "Studebaker Announces Plans to Abandon U.S. Auto Production" (Dec. 9, 1963), and "Yugo Begins Selling Cars in the United States" (1985).

Ebert holds the Buckhorn Endowed Chair in Economics at Baldwin-Wallace College in Berea, Ohio.

#### PERRIN WINS STIDWORTHY AWARD

Duane Perrin, SAH member from McLean, Virginia, has been presented with the Earl J. Stidworthy Award by the Willys-Overland-Knight Registry. The Stidworthy Award for dedication, support, and hard work on behalf of WOKR, was given to Perrin for his work as a director and secretary, editing the group's newsletter, and serving as membership registrar. He was instrumental in obtaining the club's extensive collection of factory drawings from the old Willys-Overland plant in Toledo, and has written several historical articles for the club's magazine, the Starter.

The Stidworthy Award was announced in the October-November-December 1994 issue of the Starter, which is edited by 3AH member E. Louise Pruitt.

#### BEADLE EDITS AMERICAN CAR WORLD

UK member Tony Beadle, of Eastcote, Middlesex, is the editor of American Car World, a publication for UK aficionados of US automobiles. A bimonthly 68-page magazine, American Car World contains news, columns, advertising and feature articles on US cars, with an historical focus. Further information on American Car World may be obtained from CH Publications Ltd., P.O. Box 75, Tadworth, Surrey KT20 7XF, United Kingdom. US distribution is handled by Eric Waiter Associates, P.O. Box 188, Berkeley Heights, NJ 07922.

#### W-W NAMED JOURNALIST OF YEAR

Mike Worthington-Williams, chairman of the Society's United Kingdom Chapter, has been named "Journalist of the Year" for 1994 in recognition of his single-handed writing and editing of Classic Car Mart since November of 1993. Classic Car Mart, which contains both advertising and editorial material, currently comprises 195 pages per issue, and continues to expand. The award was presented by Renault UK Ltd., through the auspices of the Guild of Motoring Writers.

Worthington-Williams is a former vice-president of the Society, and has been recognized with a Cugnot Periodical Award predecessor to the Carl Benz Award) and Benz Award of Distinction for his writing on automotive history. He lives in western Wales.

# DOING SOMETHING LAST CALL FOR PUBLICATION AWARD NOMINATIONS

The deadline for all nominations for SAH publications awards is March 1st. SAH is currently seeking nominations for the best works in the field of automotive history in several media, published during calendar 1994.

The Nicholas-Joseph Cugnot Award recognizes the best book in our field. The Carl Benz Award recognizes the best periodical article or series on automotive history. Nominations for the Cugnot and Benz, with a copy of the work, if possible, should be sent to:

> Nicholas Fintzelberg 730 Golden Park Avenue San Diego, CA 92106 USA

Telephone nominations for the Cugnot and Benz Awards will also be accepted at (619) 222-0072.

The Richard and Grace Brigham Award is presented for the best overall treatment of automotive history by a periodical over all issues of 1994. Nominations for the Brigham Award, with the relevant 1994 issues, should be submitted to:

> Matt Sonfield 20 Hilltop Drive Syosset, NY 11791 USA

Periodicals ineligible for this year's Brigham Award, having won previously within five years, are V8 Times, Special Interest Autos, The Bulb Horn, Collectible Automobile, and La Vie de l'Auto.

The E.P. Ingersoll Award is presented annually for the best treatment of automotive history in other than print media. Nominations for the Ingersoll Award should be sent to:

> James A. Wren 5930 Glen Eagles Drive West Bloomfield, MI 48323 USA

Full details of qualification requirements were given in SAH Journal No. 153 (November-December 1994, page 7). Remember the deadline for all publication awards is March 1st, 1995.

# NOMINATIONS FOR FRIEND OF **AUTOMOTIVE HISTORY**

The Friend of Automotive History is the Society's premier award, recognizing exceptional contributions by an individual to the cause of automotive history, usually over a lifetime of service. Former Society president David Lewis again chairs the FoAH Committee, and is accepting nominations from all members of the Society. Nominators should summarize the accomplishments and contributions their nominees have made in our field. Letters of nomination should be sent to:

> David L. Lewis 2588 Hawthorn Road Ann Arbor, MI 48104 USA

The deadline for Friend nominations is June 1st, 1995.

### **AERO MINOR**

A Small Big Car by Dr. Jan Tulis

In 1947 a small cabriolet met with great acceptance at the Prague automobile show. The car's two-seat coachwork had been manufactured with exceptional care in the factory of coachbuilder Sodomka of Vysoke Myto. The car was one of many variants of the new Czechoslovak automobile Aero Minor.

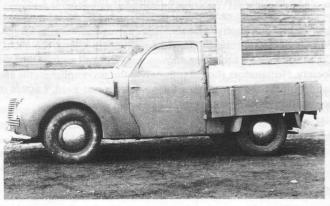
The history of these cars began in the first years of the Second World War, at the famous Prague firm Jawa. In 1940, development of a new car with front-wheel-drive began in secret, under chief constructor Ing. Rudolf Vykoukal. Five prototypes were created by the beginning of 1945, the last of which was included in the series production which followed.

Production of automobiles in the then-Czechoslovakia was made complex by postwar reorganization. Chassis of the new Aero Minor were manufactured by the Prague firm of Motorlet (known for earlier auto production under the name Walter), and assembly of complete cars took place in the aircraft factory Rudy Letov Prague.

From the beginning the cars were the subject of exceptional interest, in both home and foreign markets. Most of the cars were exported to Austria, France, Sweden, Switzerland, and the Benelux countries.

Of particular interest is the fact that in 1946 the well-known British firm BSA applied for a license to produce the Aero Minor, as did the Swedish SAAB company later. In 1959, eight years after Aero Minor production had ceased, further interest in licensing the design came from Egypt.



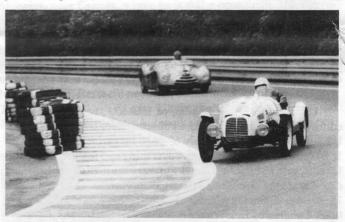


Why was there such interest in the Aero Minor? Many progressive elements of design were embodied in these cars. A two-cylinder, two-stroke, liquid-cooled engine was placed in front of the front axle. It displaced 616 cc, and output was 14.7 kw at 3,500 rpm. The four-speed gearbox was built in unit with the final drive. A 25-liter fuel tank was located in the front, under the dashboard. Relatively low fuel consumption enabled a driving range of around 400 km.

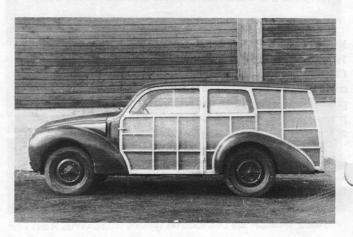
The Aero Minor was produced mostly with two-door sedan bodies. These cars measured 4,040 mm. in length by 1,420 mm. wide by 1,460 mm. high. Another favorite body style was a three-door station wagon.

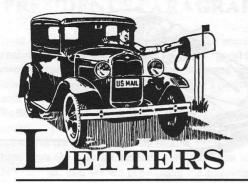
Aero Minors were very successful in long distance runs, rallies, and road races. A special prototype with 744 cc and 20.6 kw output achieved a legendary result in the first postwar 24 Heures du Mans. This car won its class at 666 km/hr, and finished second overall, behind a twelve-cylinder Ferrari special. The Minor's results in the Rallye Monte Carlo and the 24 hours at Spa confirmed success in competition.

By the end of production in 1951, 14,000 of these small big automobiles had been built. As published in a famous magazine for motorists in conclusion of an evaluation of the Aero Minor, "It is a small car providing big services untiring in the mountains, incomparable in plains."



Clockwise from above: Aero Minor II at speed; dropside pickup was utilitarian Minor; three-door wagon was a popular style; natty cabriolet sported Sodomka coachwork. From the author's collection.





#### **AUTOMOTIVE HISTORY ON LINE**

I am delighted to see that SAH is now reporting e-mail addresses. I have just started an automotive history message board on America Online. It can be found by using the keyword "Exchange" and clicking the "Interests and Hobbies" icon that pops up. Click open the "Automotive Message Center," and it is then displayed.

Members with any questions may call me at (716) 924-7664 or e-mail to djkbanshee@aol.com. **Donald J. Keefe**, 6173 **Doe Haven Dr.**, Farmington, NY 14425 E-mail djkbanshee@aol.com

#### MOTORSPORTS AND HISTORY AT COMPUSERVE

I noted with interest Taylor Vinson's commentary in *SAH Journal* No. 151 regarding electronic communications. I am the managing editor of the CompuServe Motor Sports Forum.

Recently we have opened a historical section on the Forum for discussion of issues of interest to automotive and racing historians and collectors. A library is available for graphics and historical files of information of interest.

The Forum is a mangaged publication, providing news and information to its members under control of a staff. I would be happy to furnish more information about our Forum to interested members. Michael Hollander, Racing Information Systems, 2314 Harriman Lane A, Redondo Beach, CA 90278-4426, (310) 374-3750, FAX (310) 379-0215, CompuServe 76703,771

#### **CARS ON THE INFO HIGHWAY**

The following is a list of Internet mail addresses that have files about cars and car racing. I think it may be of interest to SAH members with Internet access.

Racers and Racing mailing lists from the Internet

#### \_Gia MotorNewsgroups List\_

Last change 12-3-94 To update list: ggia@ctp.org Source: internet/mail/listoflists\_index@liberty.uc.wlu.edu

Subscribing to a list:

To: Listaddress

Subject line: subscribe Listnamegoeshere

Message body: subscribe Listnamegoeshere yournamegoeshere

Listaddress Notes

alpines alpines-request@autox.team.net Sunbeam,
Rootes
BMW bmw-request@balltown.cma.com BMW
Autos

	equest@mustang.fc.hp.com	
exotic-cars	exotic-cars-request@sol.asl.hitachi.com	
exotic-cars	lotus-adm%esprit.uucp@netcom.com	Lotus Cars
explorer	explorer-info@slic.cts.com	91 Ford
		Explorer,
		similar
		Ford
		products
f-body	f-body-request@boogie.ebay.sun.com	P
Harleys	harley-request@thinkage.on.ca	Harleys
11411070	marroy roquesteetiminageromou	114110,0
HONDA-L	LISTSERV@BROWNVM.BITNET	Honda Digest
hotrod	hotrod-request@dixie.com	
HighPerf Cars		
italian-cars	italian-cars-request@balltown.cma.com	Italian Cars
jeep-l	listproc@knuth.mtsu.edu	Jeeps
kitcar	kitcar-request@cs.usask.ca	Kit cars
mazda-list	mazda-list-request@ms.uky.edu	Mazda
	will abase expirate usely to temporal additions	cars
miata	miata-request@jhunix.hcf.jhu.edu	Mazda
		Miata
		Cars
moto.chassis	moto.chassis-request@OCE.ORST.EDU	J
		Motor-
		cycle
mr2-interest	mr2-interest-request@validgh.com	J 1 17 1832
mustangs	mustangs-request@cup.hp.com	Ford
Mustang	1000	
nedod	nedod-request@mbunix.mitre.org	
Motocycling		
porschephiles	porschephiles-request@tta.com	Porsche
race	race-request@boogie.ebay.sun.com	Motor-
		cycle Race
racefab	racefab-request@pms706.pms.ford.com	Race car
		fab
RALLY-L	LISTSERV@GUVM.BITNET	Rally
		Discuss
stealth	stealth-request%jim@wupost.wustl.edu	Stealth/
rechlere sett dif	William Toquoti/ojime wapoti wastioud	3000GT
thunderbird	htunca@ncsa.uiuc.edu	Thunder-
manaorona	Thansa Choba arab. Data	bird
toyota	toyota-request@quack.kfu.com	Toyota
VETTE-L	LISTSERV@EMUVM1.BITNET	Corvette
vettes	vettes-request@compaq.com	Corvette
VintageVW	robert@whiplash.er.usgs.gov	Air VW
VintageVW	LISTSERV@SJSUVM1.BITNET	Air VW
volvo	volvo-net-request@me.rochester.edu	Volvo
wheel-to-wheel	wheeltowheel-request@abingdon.Eng.Si	
WILCEL-TO-MILCEL	wheeltowheel-request@aomgdom.Eng.St	Auto
		Racing
z-car	majordomo@cs.princeton.edu	Datsun/
		Nissan
		240Z
		through
		300ZX

Mike Martin, 7406-47 Ave. NE, Marysville, WA 98270, E-mail michael.martin@tuk.mts.dec.com

#### MURPHY, BRUSH, AND THE OAKLANDER

I am looking for information on Edward M. Murphy, the owner of the Pontiac Buggy Company and founder of the Oakland Motor Car Company. I am also trying to find out anything to do with Alanson Partridge Brush and his association with Oakland,

apart from his being the designer of the original two-cylinder engine. I am also looking for photographs.

I would also like to make contact with anyone who has copies of the *Oaklander Magazine*, needless to say produced by Oakland. I will purchase magazines from those who have spare copies or are willing to sell, and am also interested in photocopies. **David G. Jones, 105 Summers Road, Farncombe, Godalming, Surrey GU7 3BE England, phone (01483) 861177, FAX (01483) 860723** 

#### FEDERAL EXPRESS

The Federal truck pictured on the back of SAH Journal No. 153, the Model 89 (called a "camel back," in those years, rather than a cab over, as we now know them) came out as a 1938 model and was produced into 1942 - some were titled as '42s, but actually built in 1941. It is true that the first large camel backs, or cab overs, were introduced as 1937 models, but actually there were some small delivery trucks made before that by Federal which had the engine inside the body with the driver. These dated to 1936. The Model 89 was the largest of that design made by the firm, being rated at seven tons capacity, and used Hercules JAX-D gasoline engines.

Little known, apparently, today, is that the final Federal trucks were made in Turkey in the 1960s, mostly truck chassis bases for large cranes. Elliott Kahn, 58 Verbena Street, Clearwater Beach, FL 34630

#### THÉODORE: THE PROOF

It seems that Th. Schneider will appear in nearly every issue of the *Journal*. He was quite famous at the beginning of the century, but did not get so much coverage in the press at that time.

To try to settle the question of his first name, Théodore or Théophile, I send a copy of his application to the Automobile Club du Rhône in 1909. As you can see, he was really Théodore, though his cars are mostly known under the Théophile name.

I have not yet found his birth certificate, but will send it as soon as possible. Otherwise I fear the *Journal* will deal with this problem forever. Marc Douëzy, 9 rue des Fruits, 91600 Savigny, France



M. Schneider applied to l'Automobile-Club du Rhône in 1909 as Théodore.



ROARING ROADSTERS, by Don Radbruch. 202 pages, 1,100 black-and-white photos. Softbound, ISBN 1-884089-06-2. Published by Car Tech, Inc. and Tex Smith Publishing, P.O. Box 726, Driggs, ID 83422, \$19.95.

Roaring Roadsters is a necessary book for auto racing fans, especially if you recall the later 1930s and the great early post—World War II period of midget, sprint car, big car, and Indy car racing. The reader can track the many Indy car drivers who began their careers racing roadsters: Jimmy Bryan, Pat Flaherty, Jim Rathmann, Floyd Roberts, Troy Ruttman, Bob Sweikert, and Bill Vukovitch. Each of these drivers competed in roadster racing and then went on to win the Indianapolis 500.

There are 202 pages depicting the action, with some 1,100 photos that will rivet you to your seat as you peruse the pages and read the informative and interesting captions.

Author Don Radbruch, no stranger to auto racing having driven roadsters and sprint cars, has done his homework well, and provides the reader with a fantastic historic look at roadster racing in the United States. Each of the 24 states covered is readily identified in the table of contents; California, the home of roadster racing, is rightly broken down into three segments: Southern, Central, and Northern.

I thought a quick thumb-through of the book would be a good start. However, after the first couple of pages, seeing the photos and reading the captions, I became totally absorbed, entertained, and was unable to put the book down. Order your copy now and enjoy!

-Jack L. Martin

MUROC: WHEN THE HOT RODS RAN, by Bill Carroll. 80 pages, 98 black-and-white photographs and many reproduced documents. Softbound, 11 x 8 1/2 inches (horizontal), ISBN 0-910390-30-4. Published by Auto Book Press, P.O. Bin 711, San Marcos, CA 92079; available from the publisher at \$20.00 plus \$1.50 shipping.

This is a photo history, and this, plus the fact that its subject is hot rods, might cause some to dismiss it prematurely. Historians should heed the coda to the title: "May 15, 1938." This was the first event held on the famous dry lake by the fledgling Southern California Timing Association, and it records the beginnings of what was to become a very significant part of automobile culture.

Los Angeles journalist Bill Carroll photographed that first Muroc meet from start to finish. The pictures were taken for the old Life magazine, but, apparently, never published. Carroll's nearly-100 photos tell the story, augmented by a short but informative text and captions that verge on the poetic. Even if you deplored the hotrodders' modifying and cutting up old Fords in their day, you will feel some lake fever as you thumb through this volume. Reprinted are a number of SCTA programs from 1937 and 1938: they list such

drivers as Wally Parks, George Riley, Bill Stroppe, and Jack Ryan. First published in 1991, *Muroc.*.. has been released in a second printing. Competition historians will find this complete account valuable, and wider audiences will find that they can reminisce....or just enjoy the work as art.

-Kit Foster

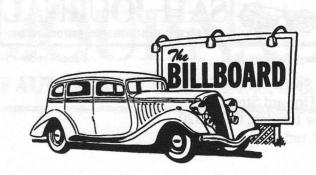
BUGATTI - LE REGARD DE ROB ROY, by Pierre Fouquet-Hatevilain. 182 pages, 5 black-and-white photos and 82 full-page watercolors signed Rob Roy. Hardbound, 9 3/4 x 12 inches (25 x 31 cm.), ISBN 2-909413-13-6. Published by Editions d'Art J.P. Barthélémy, Besançon, France. Available in France from the publisher, BP 125, 25014 Besançon; in Japan from Art and Automobile Ltd., Regalo 4-4, Natsugi-Cho, Nishinomiya; and in USA from Motorbooks International, 529 Prospect Avenue, Osceola, WI54020 at \$80.00.

The man who called himself Rob Roy - ("Bob King" in French) was born in October 1909 in the Département of the Landes in France. His real name was Robert le Proux de la Rivière. This book is built around "his depiction of the Bugatti epic," in the form of a chronological series of watercolor paintings which ar reminiscent of pictorial Bible stories for children. There are perfunctory flattering statements called "Prefaces" by Maurice Tritignant and Michel Bugatti, the latter using the occasion to get in a gratuitous plug for the present-day firm in Italy, which is totally alien to the story.

This book's reason to exist, such as it is, is to serve as a vehicle for this collection of paintings of this artist. In addition to his extreme devotion to every detail of the legend, he had known the joys of owning a T.43 and had had personal contact with Ettore and Flean Bugatti. Alas, his well-founded enthusiasm could do little to help his painting technique. Nor does the text bring much that is new to the literature.

The book purports to be a memorial to their father, who died in 1992, by Rob Roy's five children. They indicate that there will be more to come. With its print order of 3,000 copies, the present, notinexpensive book will give them valuable publishing experience.

—Griffith Borgeson



The Billboard welcomes non-commercial advertisements from members. Ads are free, and should concern items of interest to historians: information, books, literature, photographs, illustrations, memorabilia; offered, wanted, or to trade. Ads for vehicles or parts are not accepted. To advertise regular sales or services, contact ad manager Don Leach, One Poplar Point Rd., Edgewater, MD 21037 for display ad rates.

WANTED: USRRC starting grids for all races from 1963 through 1966. I could also use photos you took at the races for a book I'm writing. I also have a list of racing books and programs for sale or trade; send SASE. Mike Martin, 1100 Beach Ave., Maysville, WA 98270

CAR & DRIVER, Sept. and Dec. 1965: Will reimburse your cost to send me photocopies of the six-cylinder Pontiac articles. Did C/D ever publish the promised follow-up to the July '66 piece on the Ponti-engined E-Type Jag? Kit Foster, 1102 Long Cove Rd., Gales Ferry, CT 06335

LOOKING FOR *Autosport*, October 9th, 1959. Marc Douëzy, 9 Rue des Fruits, 91600 Savigny, France Tel. 33 (1) 69059701

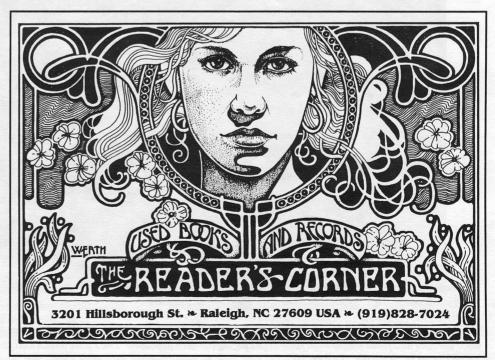
# **WANTED:**

AUTOMOBILE LITERATURE 1900-1975



WALTER MILLER 6710 Brooklawn Parkway Syracuse, NY 13211 USA Phone: (315)432-8282 Fax: (315)432-8256

I buy sales brochures, repair & owner's manuals, showroom items, artwork, models & toys, posters or any items pertaining to automobiles, trucks or motorcycles...I travel to purchase collections.





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# **FIRST CLASS**



OHSAY CAN YOU SEE? Very well, indeed, thanks to the voluptuous windows in our Panoramica. The body is, of course, by Zagato, its recessed door handles and flush window surrounds presaging modern practices. The Panoramica design was applied to several makes of chassis, this one being hinted by the grille. Did an MG TC ever look so aerodynamic, and what about that three-abreast seating? Peter Marshall collection.