

SAH JOURNAL

THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

July–August 1995

Issue Number 157



RICHARD BRIGHAM DIES SAH FOUNDER AND EDITOR

Richard Bevier Brigham of Marietta, Georgia, died July 6th, 1995, at the age of 88. He was born May 10th, 1907, in Toledo, Ohio, and had lived there most of his life until he moved to Marietta 33 years ago.

A memorial service was held on July 29th, 1995, at the Winkenhofer Funeral Home, 2950 Cobb Parkway, Kennesaw, Georgia, with Rev. Roy Reynolds of Northwest Unitarian Universalist Congregation officiating.

Survivors include his wife, Grace R. Brigham, daughter Jeannette B. Gruesen of Columbus, Ohio, son Harry D. Brigham of Boone, North Carolina, seven grandchildren and twelve great grandchildren.

Memorial contributions may be made to the American Heart Association or to the Society of Automotive Historians, Inc., P.O. Box 339, Matamoras, PA 18336 USA.

Dick Brigham had a lifelong interest in automobiles and started to drive at age thirteen. His first car was a problem-prone Inter-State which he replaced with a satisfactory Willys-Knight tourer. From the early fifties, he belonged to numerous antique auto clubs and had owned several antique vehicles.

His interest in the history of automobiles was sparked by the purchase of a Clymer book when he was on a business trip to New York City. That was the beginning of an extensive library built up over the years, along with some extensive correspondence with authors and enthusiasts.

Although he was a machine designer, the interest in old cars led to a change to a career in publishing with, at first, a simple advertising paper, *Motormart*, then to the history of some of the vehicles in the magazine *The Road to Yesterday*.

As a result of some correspondence on the subject, Richard Brigham and Marshall Naul proposed, in 1969, the formation of an organization devoted to the history of vehicles. Enough other enthusiasts were interested that a meeting was held at Hershey, Pennsylvania, on October 11th, 1969. The Society of Automotive Historians was founded.

—Grace R. Brigham

HORSELESS AGE REPRINTS AVAILABLE

For those of you who missed Floyd Clymer's \$2 special, reproductions of Vol. 1 No. 1 (1895) of *The Horseless Age* are now available at \$15 a copy from: Automotive Industries - "The Horseless Age", 1 Chilton Way, Radnor, PA 19089, Attn: Barb Skorupski.

HORSELESS CARRIAGE FOUNDATION LIBRARY MOVES

The Horseless Carriage Foundation Library has moved from the San Diego Auto Museum. It will resume full operations soon in a new location currently being prepared, according to HCF president Philip Reed. Reed said the move was prompted by a need to improve research services to hobbyists and scholars.

In the interim period, the HCF's Research Committee is continuing to provide research services by mail. Requests for assistance should be directed to:

Horseless Carriage Foundation Library
P.O. Box 4119
La Mesa, CA 91944-4119 USA

San Diego Auto Museum librarian Pauline Breer Griscom is no longer associated with the Horseless Carriage Foundation Library.

FORMER AMC CHAIRMAN GEORGE ROMNEY DIES

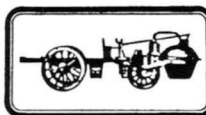
George Romney, called by *Automotive News* "the apostle of the American compact car," died July 26th. The 88 year-old Romney served as the Detroit manager of the Automobile Manufacturers Association from 1939 to 1941, and managing director from 1941 to 1948. He joined Nash-Kelvinator in 1948 and became president and chairman shortly after the merger with Hudson. He held this post with AMC from 1954 to 1962. During his tenure with AMC, Romney coined the term "compact car" to refer to the new-for-1950 Nash Rambler.

The ever-youthful Romney joked about his \$43 a month AMC pension at a speaking engagement the night prior to his death. Former UAW President Douglas Romney was quoted in *Automotive News* that "this country needs a lot more George Romneys. On second thought, maybe we don't. He's so energetic, a couple of him would go a long way."

DON'T FORGET TO VOTE

All members should have received ballots for this years officers' and directors' election before receiving this issue. Please note that ballots must be returned to elections chair Jack Martin by the September 1st deadline in order to be counted.

In addition to biographical details with the printed ballot, we note that presidential candidate Karl Zahm is completing a three-year term on the Board of Directors and has chaired the last three Society Silent Auctions. Directorial candidate Nick Fintzelberg is also completing a term, as he stands for another. He served as Publications Committee chair in 1993-94 and currently heads the Cugnot and Benz Award Committee. Macdonald "Don" Leach, in his first bid for SAH office on the Board of Directors, currently serves as advertising manager for SAH publications.



SAH JOURNAL

THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

SAH Journal (ISSN 1057-1973) is published six times a year by the Society of Automotive Historians, Inc.

CHRISTOPHER G. FOSTER, EDITOR
1102 Long Cove Road
Gales Ferry, CT 06335-1812 USA

SAM FIORANI, ASSOCIATE EDITOR
P.O. Box 7073
St. Davids, PA 19087-7073 USA
E-mail: sahjournal@aol.com

OFFICERS
Taylor Vinson
President

Nan E. Martin Christopher G. Foster James H. Cox
Secretary *Vice President* *Treasurer*

BOARD OF DIRECTORS
Through Oct. 1995 *Through Oct. 1996* *Through Oct. 1997*
Thomas M. Deptulski Jack L. Martin Matthew C. Sonfield
Nicholas Fintzelberg Sinclair Powell Skip Marketti
Karl S. Zahm Patricia E. Chappell Helen J. Earley

PUBLICATIONS COMMITTEE
Patricia E. Chappell, Chair
Christopher G. Foster James H. Cox Macdonald H. Leach

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

Subscription to *SAH Journal* is by membership in the Society of Automotive Historians. Dues \$25.00 US per year.

Send membership inquiries and changes of address to Secretary, Society of Automotive Historians, Inc.
6760 E. County Road 800 N.
Brownsburg, IN 46112-9059 USA

Send membership renewals to Treasurer, Society of Automotive Historians, Inc.
P.O. Box 339, Matamoras, PA 18336-0339 USA

©Copyright 1995, The Society of Automotive Historians, Inc.

DOING SOMETHING INTERESTING...

RIGGS GOES *FLAT-OUT RACING*

SAH member D. Randy Riggs has authored *Flat-Out Racing-An Insider's Guide To The World of Stock Cars*. The exciting history of today's fastest-growing motorsport, from its grass-roots beginning on Florida's deserted Ormond Beach to its immense popularity today, is captured in this high-octane account of the world of stock car racing. Packed with full-color photographs and featuring one-of-a-kind driver interviews, *Flat-Out Racing* spotlights the courageous drivers and souped-up racers that have blazed their way through motorsport history. *Flat-Out Racing* is published by Friedman/Fairfax MetroBooks. Riggs is editor-in-chief of the monthly *Vette Magazine*.

EDITORIAL COMMENT

This issue marks a new era for SAH. It is the first since the passing of our founder and editor emeritus Dick Brigham, as noted in our headline. Dick was my guiding hand when I succeeded him in this department in 1989, and I'm certain that I and my successors will continue to feel his touch. Dick had not only the prescience to know that something like our Society was needed - he knew that without a publication it would neither grow nor function effectively. Grow and function it has, and during our silver anniversary celebrations last year we explored just how well it has grown.

SAH was not just Dick. He made it a family affair. His wife Grace contributed to the research and publication efforts (it was she who named our *Automotive History Review*) and his grandson John Gruesen was our printer after Dick himself had retired from that business. Later, his son Harry Brigham had the same task.

We have lost, but we have so much to be thankful for: the life of Richard B. Brigham which did so much to create the worldwide fellowship we now enjoy. To Grace, to Harry, to his daughter Jeannette, to John and his other grandchildren, we send our sympathy and our thanks, too.

—Kit Foster

OLDEST MODEL NAMES COME TO ENDS

By the end of the 1996 model year, the three oldest model names for US cars are scheduled for retirement: the Cadillac Fleetwood, Oldsmobile's 98, and the Chrysler New Yorker.

The first Fleetwood-bodied Cadillacs date back to the 1920s, but the name first appeared in Cadillac sales literature as a model designation in 1938. General Motors plans to convert the Arlington, Texas, assembly plant where Fleetwoods are built to truck production. Oldsmobile 98s, which were added to the catalog in 1941, will also be dropped during the year.

The final Chrysler New Yorker will roll off the Bramalea, Ontario, Canada, assembly line on September 29th, ending 54 years of continuous (war years excepted) production. The current car shares nearly every component with the more popular LHS, which will continue in production.

—Sam Fiorani

QUESTION TIME

Due to the distances between our members, four months will be given between survey questions and printing of survey results. The replies to the last question "Who is the greatest figure in American automotive history?" will be printed in the next issue of the *Journal*. Many interesting people have made some lists and we encourage more people to send or e-mail replies.

This issue we ask another American question. After the Chrysler New Yorker and Cadillac Fleetwood, what is the longest continuously-running model name for a car in America?

Having spoken, written and e-mailed to a few members, I know SAH members want to use the knowledge that they have acquired over the years. Here's your chance to use it. And keep the top ten American automotive figure lists coming. Send all answers to:

SAH Journal
P.O. Box 7073
St. Davids, PA 19087-7073 USA

or e-mail to SAHJournal@aol.com. For fax, call (800) 695-1214 Ext. 4841.

—Sam Fiorani

PRESIDENT'S PARAGRAPHS

Last year I had occasion to write to "Mrs. Brigham" who quickly let it be known that SAH was an informal organization, and so it's been Grace thereafter. In that spirit, it would not seem appropriate to write of "Mr. Brigham" today, even though he was a gentleman of my father's generation whom I never met but respected highly.

Dick Brigham and Marshall Naul started this Society. Dick is listed as member #1HF, meaning that he was a Founder and an Honorary Member, a status conferred by the Board. He was the Society's first vice president, and responsible for the Cugnot machine as our symbol. Fortunately for the early financial fortunes of the Society, Dick was a printer. He was the editor of the first 29 issues of the *Newsletter* (now *SAH Journal*). I consider the *Journal* editor as the most important person in SAH because he or she is the direct link to the members; the editor personifies the Society. If the editor drops the ball, you won't renew. So Dick's early Newsletters gathered the growing membership and set the tone and tenor which we have tried to follow ever since: informal, inquisitive, and informative.

During the Eighties, Dick came back to edit 30 more *Journals*. That means he was responsible for 59 out of the 157 issues to date. He was also editor of the first ten issues of *Automotive History Review*, returning to put out an additional seven. That's 17 out of 28 Reviews to date. Thus Dick was responsible for putting out about forty per cent of the combined total of both SAH publications issued to date. In fact, he was editor of both the *Journal* and the *Review* from 1984 to 1988. If that's not love and dedication, then what is? He was not only our founder, but our sustainer over our first 20 years. To Grace and his family, we all express our heartfelt sorrow, and our gratitude for the intellectual enrichment and camaraderie that the Society of Automotive Historians has brought to all our lives.

What was said of Sir Christopher Wren may be said of Dick Brigham: "If you would see his monument, look around you."

'Tis summer, and while some of you may have gone fishing, here at SAH we are, cicada like, going through the rituals of planning for Hershey, finalizing the awards, and getting ready for new model time, that is to say, the elections.

Yes, it's that time of year again. By now each of you will have the ballot by which we'll elect our officers for the next two years, and three directors for three-year terms.

The emphasis on the officer nominees is experience. For president, you will choose between the outgoing vice-president and editor, Kit Foster, and outgoing director and Silent Auction chair, Karl Zahm. For vice-president, current directors Sinclair Powell and Matt Sonfield will face each other. More often than not, there is only one nominee for secretary and treasurer, and we're observing this tradition again. Nan Martin is willing to serve another term as secretary. We have recruited hospitality chair and former director Paul Lashbrook to take over the treasury from Jim Cox.

As for the Board, SAH usually has six candidates for three positions. Two incumbents, Tom Deptulski and Nick Fintzelberg would like to give it another try. While four of the last five presidents have become directors at the end of their terms, this one would rather make way for someone new who hasn't had the fun and fulfillment of being involved with SAH's management. So our nominations chair, Jack Martin, has been looking for four candidates who haven't served before, and has come up with Jim Hoggatt of Indiana, Macdonald Leach of Maryland, Jim Schild of Missouri,

and Eric Vest of Ohio. Note that the election of the vice-president will leave a Board vacancy. The Board's recent practice has been to fill the remainder of a term with runners up from the latest election. Thus, it is likely that the directoral candidate with the fourth highest number of votes will be chosen at the October Board meeting to fill the remainder of Sinclair or Matt's term.

The times, they are a-changing.

*—

For years you've read of our Southern California Chapter's annual Literature Faire & Exchange, and, being an inveterate collector of sales literature as well as SAH's banner carrier, I thought it would be fun to see what it's all about. So there I was, in Pasadena, on Sunday, June 25th.

Well, for one thing, it begins at an earlier hour than the flea markets at Hershey and Carlisle. Vendors wheel in at 6 AM and sales begin immediately. For another, unlike its Pennsylvania cousins, it's restricted entirely to printed matter (okay, a few tee-shirts, too), and consequently much more easily navigated. This year the Faire occupied 153 spaces in two adjacent parking lots. That's plenty for six hours or more. Pickings? An excellent selection of racing materials, and the largest total assortment of automotive books I've ever come across, and I'm not talking repair manuals. Sales literature? Not much pre-World War II stuff, frankly, but there's never been a dealer yet who didn't have an odd or end of interest from any era.

The proceedings were smoothly orchestrated by long-time member Bill Cannon (#154), the proprietor of *Skinned Knuckles*. He was assisted at the gate by Rick Lenz. Among the space holders were an even earlier member, Bill Lewis (#59), Ralph Dunwoodie (the 1993 Friend of Automotive History), former director Strother MacMinn, Jim Valentine (author of a book on L.A.'s Tourist car of the '00s), Claud Neal, and David Gast. Visiting the vendors were director Nick Fintzelberg, the curator of the Petersen Museum Leslie Mark Kendall, and, from Bethesda, Maryland, Howard Minners. Non-member Jay Leno also dropped by.

"Tempest fugits" as Pontiac never said. I came across a vendor named Steve Twohy. I used to get things from his father in the Seventies and from his grandmother in the Sixties: three generations of the same family and I've dealt with them all. As SoCal member Bob Scoon said when he learned his uncle had taught me in college, "You must really be old!" I am, Bob, I am.

—Taylor Vinson

BOB ESTES HONORARY CHAIRMAN OF LE CERCLE CONCOURS

Bob Estes has been named the honorary chairman of Le Cercle Concours d'Elegance. From the age of eight, Bob has been an automotive enthusiast. He was a fourteen-year-old "junior" salesman at a Jordan, Peerless, and Falcon-Knight dealership in 1927. A few years later, Bob drove a modified Model T to 111 mph at Muroc Dry Lake, setting a speed record. Through the 1930s, he worked with the Union and Associated Oil Companies, as well as selling Fords and Hudsons. After World War II, he opened Bob Estes Lincoln-Mercury in Inglewood, California. While doing this, he began racing cars. Bob entered a car in the Indianapolis 500 in 1948, and then again every year from 1950 to 1961. He actually finished third in his own racing car. A love for cars has been passed from his father to him and now on to his son, Dale. Bob Estes helped establish Le Cercle Concours d'Elegance in the 1960s and the club has paid tribute this year by naming him honorary Chairman.

A TRIBUTE TO RICHARD BEVIER BRIGHAM (1907-1995)



*Let us now praise famous men, and our fathers that begat us.
Such as did rule in their kingdoms; men renowned for their power.
Leaders of the people by their counsels, and by their knowledge.
Such as found out musical tunes, and recited verses in writing:
All these were honoured in their generations, and were the glory of
their times.*

*And some there be, which have no memorial; who are perished, as
though they had never been;
Their bodies are buried in peace; but their name liveth for
evermore.*

—Ecclesiasticus, XLIV

This is Holy Writ, but I have chosen it as a philosophical approach to a man who, like few others, falls into both categories mentioned above. I cannot begin to express the appreciation and affection I felt for Dick Brigham; his loss is beyond comprehension to those of us who were fortunate to have known him, both as the gentleman he was, or the sparkplug which ignited a flame which transformed a group interested in automotive history into a solid, strong, and significant group, the Society of Automotive Historians.

Dick Brigham was born in Toledo, Ohio, and resided there until moving to Marietta, Georgia, 33 years ago. His years were many and his life was one of great variety, emphasizing a love for and understanding of motor vehicles. He was a master in ferreting out the facts and stories of them, specializing in those which, without his curiosity and research, would probably, as noted in the above passage, have had no memorial and perished as though they had never been. Thanks to this one man, a large number of cars and trucks which otherwise might have remained forgotten and unknown live today, their histories chronicled. Moreover, he set an example for many of us to follow accordingly.

Some are born to be leaders or, on a lesser scale perhaps, founders - operators who are gifted in making groups which continue successfully once they have been formed. Dick was the founder in this case, following that action by being active in the Society until his death, counseling, advising and printing the Society's publications. As a writer, editor, publisher and a researcher into automotive history, he was, indeed, a 'famous man' and I think few would question that. He was active in SAH affairs and travelled to its activities, dinners and other meetings until ill

health forced him to cut back. It didn't diminish his interest, and he kept in touch with his fellow members and many friends by phone or mail. In these contacts, he was assisted over the many years by his wife, Founding and Honorary Member Grace, who was an automotive authority in her own right, an author and a helpmate to her husband.

There did exist a formidable cadre of automotive historians, both here and abroad, many of whom were in contact with one another, but there was no central clearing house, so to speak. Many of them, this writer included, had been writing books and magazine articles for many years or serving as editors and publishers. This void would end in 1969 when, as the result of some correspondence, Dick Brigham and G. Marshall Naul proposed the formation of a group devoted to the history of motor vehicles. On October 11th, 1969, a group gathered at Hershey, Pennsylvania, and the Society of Automotive Historians was created. Today, the group comprises several hundred members from around the world.

Dick was, naturally, assigned membership Number 1, subsequently being presented with Honorary Membership and, in 1985, "The Friend of Automotive History Award," the highest accolade accorded by the Society. Dick served as Editor of *SAH Journal* (formerly the *SAH Newsletter*) from September 1969 to mid-1973 and again from January 1984 to December 1988 plus *Automotive History Review* from Winter 1973 to Winter 1980 and Fall 1984 to Summer 1988. In 1990, the Society honored both Dick and Grace by establishing the Brigham Award, which is presented annually for the best overall treatment of automotive history by a periodical publication over all issues of the previous year.

In conclusion, I'd like to refer finally to the passage from Ecclesiasticus in which we may see "And some there be, which have no memorial...but their name liveth for evermore." Dick left a memorial - the Society of Automotive Historians - and his name will live because of it. His inspiration affected all of us who knew him and he should be credited with that, the chronicles which, without him, may have never been written; and as for those generations of automotive historians yet unborn, the name of Richard B. Brigham will be regarded with gratitude for his work in the field he loved.

Rest in peace, Dick, and thank you. We were honored to know you and you will be greatly missed.

—Keith Marvin

WHITE AND AUTOCAR NAMES DISAPPEAR

Two very old and well-known vehicle brand names have disappeared in the US as of July 1st. Though it was first advertised in a Chilton publication in April of this year, the Volvo name will proliferate due to the demise of Autocar and White.

Autocar was originally known as the Pittsburgh Motor Vehicle Company, of Pittsburgh, Pennsylvania. Organized in late 1896, the first vehicle was actually an 1898 machine. By the end of 1898, only two vehicles had been built. In 1899, the firm finally built four wheeled vehicles and changed the name of the company to Autocar. Also in 1899, the company moved to Ardmore, Pennsylvania, just west of Philadelphia.

White developed from the White Sewing Machine Company. In 1898, a son of Thomas White was entrusted with building a motor vehicle. The vehicle manufacturing business split off from the sewing machine firm in 1901, though the automaker continued under the White Sewing Machine Company name into 1912.

Both companies were absorbed by the venture called Volvo GM Heavy Truck Company. On vehicles, White became WhiteGMC, while Autocar continued unchanged. Beginning July 1st, all former Autocar and WhiteGMC models will be Volvos.

—Elliot Kahn

OBITUARIES

THOMAS J. VASTINE

Thomas John Vastine of Villa Park, Illinois, SAH member number 1318, died on April 17th, 1995. Tom had a particular interest in open-wheel auto racing, and the cars and people who took part. He served on the Board of Directors of the Tucker Automobile Club and was Vice Chairman of Product Certification at the Indianapolis Motor Speedway. Tom was also a member of the Indianapolis 500 Old Timers and a life member of the United States Auto Club.

Tom's widow Lynda writes: "Probably, I believe, Tom will be remembered for one thing - he was curious." SAH Journal sends the sympathy of the Society to her and to Tom's family.

DUANE O. MACKIE

Duane O. Mackie, SAH member number 1313, died on June 5th, 1995 at his home in Chicago. A life-long enthusiast of collectible cars, he had been with Publications International of Lincolnwood, Illinois, for ten years, most recently serving as editor-in-chief of the firm's bimonthly magazine *Collectible Automobile*.

Our sympathy is extended to Duane's family and to his colleagues at Publications International.

MYSTERY CAR



We've had our share of mystery engines recently (and continue in this issue), but it's been some time since we've had a mystery car. Karl Ludvigsen came across this vehicle which he was unable to identify, and asks if any other member can? The grille has Austin overtones. Or is that a red herring?

JUST YESTERDAY 25 YEARS AGO AT SAH

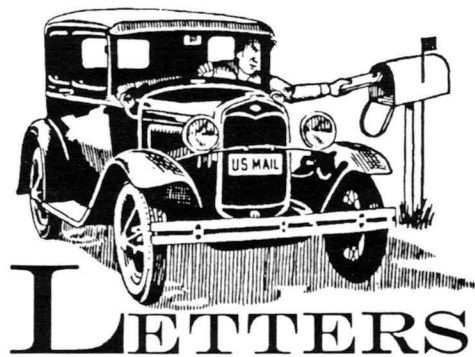
SAH *Newsletter* number 11 for July-August 1970 combined two months into one big issue of sixteen pages. It recorded the advent of nine new members, including two future SAH presidents, Frank Robinson and Dave Lewis. Members were notified of the second Annual Meeting, to take place on Saturday, October 10th, 1970, at the Hershey Hotel. The issue featured SAH Founder-President G. Marshall Naul's "A Preliminary History of Pre-1890 [U.S.] Self-Propelled Passenger Vehicles."

THE OLDEST DEALERSHIP (Cont'd.)

In *SAH Journal* number 140 (September-October 1992), the question was raised about the longest operating auto dealership. In the next issue, A.M. Gregory informed us of J.H. Rosewarne (South Australia), "established as a coachbuilder in 1882, sold its first Oldsmobile in 1902, and has been handling General Motors lines ever since." That's 113 years of providing on-road transportation.

Now, we learn of the John Smith Co. of Smyrna, Ga., a Chevy-Geo dealer, which began as a carriage builder in 1869. Although it did not begin selling cars until after 1902, its 126 years of dealing in on-road vehicles would appear to be a record. Can anyone top this?

-Taylor Vinson



SÉNÉCHALS SOUGHT

Society members have probably heard of "Sénéchal" cyclecars and voiturettes built in the Paris region, first at Courbevoie (1921-1925) and then at Gennevilliers (to 1929). I knew their creator, Robert Sénéchal, very well, and with his enthusiastic approval I started the Robert Sénéchal Association (Amicale Robert Sénéchal) in 1985. Sadly, he died several months later at the age of 94, but the Association has continued, its prime object being to establish the whereabouts of the surviving Sénéchals.

Unfortunately, the archives of the Sénéchal company were lost when the factory was destroyed during World War II, so a further object of the Association is to trace any Sénéchal literature, sales catalogues, and technical information, in fact any paperwork relating to the original cars. Through the Association, owners or enthusiasts of the marque can engage in a mutual exchange of information, perhaps saving a car from destruction, or at least facilitating the preservation and restoration of Sénéchals.

About forty per cent of Sénéchal production was exported. This is reflected in our current register which lists thirty cars, including a sports model in perfect condition in, of all places, Montevideo!

There may be many more examples of the marque which we haven't yet traced, some no doubt in need of attention, or perhaps owners in need of a helping hand and not aware that the Robert Sénéchal Association exists. I would therefore ask that anyone who owns or knows of a Sénéchal please contact me. **Michel Declerck, president, Amicale Robert Sénéchal, Le Val des Fees, Batiment 2d, Chemin de Carimai, 06110 Le Cannet-Rocheville, France, telephone (33) 93-69-13-46 evenings.**

NORTH DAKOTA REGISTRATIONS 1911-1914

by Carl F.W. Larson

I was pleased to read the responses to my list of 1921 North Dakota auto registration figures which was published in *SAH Journal* No. 144.

Charles Bishop opines that Cadillac's popularity might have been due to its being a General Motors product. Actually, Cadillac's dominance in the North Dakota market began early. By early in May 1903, illustrated Cadillac ads were appearing in the *Fargo Forum*, placed by the Grand Forks agency which had signed up at the New York Auto Show at which the marque was introduced. In July 1904, a listing of autos in Grand Forks showed twenty vehicles owned: six were Cadillacs and none were Packards. By 1904 the Grand Forks Cadillac agency was placing cars throughout the eastern part of the state, a number of which survive.

My transcriptions from the 1911 licensing records (the state's first) show nine each for Packard, Pierce-Arrow, Thomas Flyer, and Stevens-Duryea, plus one for Stearns and three for Welch. I did not record most Cadillacs because they were so common. Thus the dominance of Cadillac continued, with dealers throughout the state, including the less-settled western end at Dickinson and Williston. It was probably this early coverage of the heartland which was a major factor in giving Cadillac its ultimate edge over Packard.

North Dakotans adopted the automobile early. A Locomobile ad in the September 1900 issue of *McClure's Magazine* lists their outlets throughout the country. West of Pittsburgh there are three: Denver, San Francisco, and the George D. Brown agency in Fargo, North Dakota. That suggests that for the make with the greatest 1900 production there was no dealer in such major centers as Cleveland, Detroit, Chicago, Indianapolis, St. Louis, St. Paul, Minneapolis, New Orleans, Atlanta, Miami, Dallas, Phoenix, Salt Lake City, Los Angeles, Portland, Seattle, nor in many other large cities. If such places did have agencies, the ad did not mention them. The first Locomobile arrived at the Fargo agency in June 1900, and by September it was a nationally-advertised agency. Had any of the above-mentioned cities had agents signing on by mid-1900, the ad would likely have cited them.

Bishop asked for a list of makes based on the 1911-1914 registration records. A number of years ago I transcribed many items

from the original volumes and developed this list of makes. The list is not definitive; I hope eventually to compile total registrations by make for each year, but the records are 100 miles away and using them involves considerable expense of time and money. Total registrations for those years are:

| | |
|------|--------|
| 1911 | 7,220 |
| 1912 | 9,000 |
| 1913 | 13,074 |
| 1914 | 17,351 |

I did find the wide range of makes very interesting. People traditionally associate the plains states with the Ford Model T, and that later became the case, to the extent that North Dakota for a while (1925-26) had two separate license plates: one for Fords, and one for non-Fords. However, in the early years North Dakotans bought many makes, including a considerable number of luxury cars.

I have also listed a sample of what I consider rarer cars from the 1911-1914 North Dakota records. Model years listed in parentheses have been supplied from either the Kimes-Clark *Standard Catalog of American Cars 1805-1942* or Grace Brigham's *Serial Number Book for US Cars*. Sometimes these books did not agree. The licensing records are sometimes quite creative in dating cars (e.g. "1896 Winton"), so other sources had to be used for more precise dating for some entries. There are also some listings which completely mystify me, and which I have not included here. I am preparing a separate listing of steam and electric cars, which I have left off this list but hope to publish at a later date. I hope that this list will dispel the idea that very rural areas like North Dakota are to be associated only with mud-stained Model T Fords. Indeed, T.L. Biseker brought his new \$6,000 Welch 6L seven passenger touring to Minneapolis from the small town of Fessenden, North Dakota to be a featured attraction of the Minnesota State Fair in September 1908.

This is not a complete list of any given make, but lists only those I thought unique by reason of serial number, body style, year, make, or some such reason.

AUTOMOBILE MAKES LICENSED IN NORTH DAKOTA IN 1911

(Plus additional makes licensed in 1912, 1913, and 1914)

| | | | | |
|-----------------------|-------------------------|-------------------------|---------------------|--------------------|
| Abbott-Detroit | Clark | Dolson | Garford (1912) | Leader |
| ABC | Cole | Dragon | Galloway (1913) | Lexington |
| Aerocar | Columbia | Detroit Electric (1912) | Grant (1914) | Locomobile |
| Alpena Flyer | Columbia Electric | Duryea (1912) | Halladay | Luverne |
| American | Columbus Electric | Dart (1913) | Havers | Lion (1912) |
| American Mors | Commerce | Davis (1913) | Haynes | Lozier (1912) |
| Anderson | Continental | Detroit (1913) | Henry | Little (1913) |
| Apperson | Corbin | Earl | Herreschoff | Lincoln (1914) |
| Atlas | Cornish Friedberg (C-F) | Economy | Holsman | Marion |
| Auburn | Courier | Elmore | Hudson | Marmon |
| Autocar | Crestmobile | EMF | Hupmobile | Mason |
| Acme (1912) | Crow Elkhart | Empire | Henderson (1914) | Matheson |
| Alpena (1912) | Chicago Forty (1912) | Everitt | Herff-Brooks (1914) | Maxwell |
| Alter (1914) | Colby (1912) | Eureka | IHC | Maytag |
| Bendix | Cutting (1912) | Etnyre (1913) | Imperial | M.B. |
| Black | Cleveland (1913) | Enger (1914) | Inter-State | McIntyre |
| Black Crow | Car-Nation (1914) | F.A.L. | Jackson | Metz |
| Blomstrom | Chalmers (1914) | Firestone-Columbus | Jewel | Michigan |
| Brush | Chase (1914) | Flanders | Jeffery (1914) | Mitchell |
| Buick | Chevrolet (1914) | Ford | Kenmore | Model |
| Bergdoll (1912) | Crawford (1914) | Franklin | Kiblinger | Moline |
| Briggs-Detroit (1913) | Crescent (1914) | Fraye-Miller | Kissel Kar | Moore |
| Cadillac | Dakota | Fuller | Knox | Mora |
| Cameron | Deal | Gale | KRIT | Marathon (1912) |
| Cartercar | DeMot | Gleason | Koehler (1912) | Midland (1912) |
| Case | DeTamble | Glide | King (1914) | Mier (1912) |
| Chalmers-Detroit | Diamond | Great Western | Lambert | Minneapolis (1912) |

| | | | | |
|----------------------|----------------------|-------------------------|-----------------------|-------------------|
| Mercer (1913) | Parry | Rauch & Lang | Searchmont | Velie |
| Meteor (1913) | Peerless | Regal | Sears | Victor |
| Moon (1913) | Pennsylvania | Reliable Dayton | Shelby | Waldron |
| McFarlan (1914) | Petrel | Reliance | Stanley Steamer | Waltham |
| National | Pierce-Arrow | Reo | Star | Warren |
| Northern | Pope-Hartford | Richmond | Stearns | Waverley Electric |
| New Parry (1913) | Pope-Toledo | Rider-Lewis | Stevens-Duryea | Wayne |
| Nyberg (1914) | Pope-Tribune | RCH (1912) | St. Louis | Welch |
| Oakland | Pratt-Elkhart | Ricketts (1912) | Stoddard-Dayton | Welch-Detroit |
| Ohio | Premier | Ritter (1912) | Singer (1913) | Westcott |
| Oldsmobile | Pullman | Rochet-Schneider (1912) | Speedwell (1913) | White |
| Orient | Pierce-Racine (1912) | Royal Tourist (1912) | Stutz (1913) | Whiting |
| Overland | Pratt (1912) | Republic (1913) | Saxon (1914) | Wilcox |
| Ohio Electric (1913) | Partin-Palmer (1914) | Rayfield (1914) | Stearns-Knight (1914) | Winton |
| Packard | Paterson | Reading (1914) | Thomas Flyer | Wolfe |
| Paige-Detroit | Queen | Robson (1914) | Trumbull (1914) | Wahl (1914) |
| Palmer-Singer | Rambler | Schacht | Veerac (truck) | Yale |

That totals 200 makes, plus five unidentifiable names: General, LaCrosse, Mercury, Murphy, and Wright. In addition to the above factory-produced makes, there were a number of North Dakota-made (home-built) vehicles registered each year:

| | | | |
|------|---|------|----|
| 1911 | 8 | 1913 | 14 |
| 1912 | 8 | 1914 | 15 |

These home-buits are dated from 1907 to 1914; many of them carry serial number one.

SELECTED RARER CARS LICENSED IN NORTH DAKOTA 1911-1914

| | | | | | | | | |
|-----------|------------------------------------|---------------|-----------|-------------------------------------|-------------|-----------|---------------------------------------|--------|
| Year | Make, Model, Body Style | Serial Number | (1909) | Bendix Model 4 4-passenger | 700 | 1911 | Oldsmobile Autocrat 4-passenger | 70701 |
| (1901-05) | St. Louis 1 cyl. | 507 | 1909 | Etnyre 7-passenger | (Eng. 2092) | 1911 | Petrel 4-passenger | TQ-136 |
| (1903) | Cadillac | 683 | 1909 | Ford Model T 5-passenger | 36 | 1911 | Reading | 1013 |
| 1903 | Oldsmobile runabout | 886 | 1909 | Lozier Model G 7-passenger | 592 | 1911 | Ricketts | 114 |
| (1903) | Shelby Model 3 runabout | 813 | (1909) | Meteor Type F 7-passenger | — | 1911 | Speedwell 6-passenger | 3232 |
| 1904 | Cadillac 10 hp | 2 | 1909 | Minneapolis | 141 | (1911) | Stoddard-Dayton Model 11F | |
| 1904 | Glide 4-passenger | 215 | 1909 | Oldsmobile Model Z 7-passenger | 65136 | | limousine-landaulet | 316 |
| (1904) | Locomobile Model D | 170 | 1909 | Oldsmobile Limited 7-passenger | 65565 | 1911 | Thomas Model M 4-passenger | 1228 |
| (1904?) | Packard Model L | 1032 | (1909) | Oldsmobile Limited 2-pass. runabout | 65610 | (1911-12) | Nyberg Model 32 5-passenger | 519 |
| (1904-05) | Locomobile Model D 5-passenger? | 2610 | 1909 | Peerless touring limousine | 4727 | (1912) | Michigan Model H 5-passenger | 576 |
| 1904-05 | Premier 5-passenger | 582 | 1909 | Pennsylvania Model C 4-passenger | 543 | (1912) | Michigan Model K 5-passenger | 3073 |
| 1905 | Cameron runabout | 111 | (1909) | Ricketts Model F 5-passenger | 155 | 1912 | Midland 5-passenger | 913 |
| 1905 | Ford runabout | 148 | (1909) | Robson Model K-09 5-passenger | 253 | 1912 | Midland 5-passenger | 915 |
| (1905) | Gale Model A runabout | 200A | 1909 | Royal Tourist Model M | 549160 | 1912 | Oldsmobile Autocrat | 71590 |
| 1905 | Haynes Model L runabout | — | 1909 | Thomas Model L Flyabout | 183 | 1912 | Oldsmobile Defender 5-passenger | 80239 |
| 1905 | Packard Model N | 1235 | 1909 | Velie roadster | 125 | 1912 | RCH 5-passenger | 1447 |
| 1905 | Pierce-Arrow | 1007 | 1909 | Welch Model 6L 7-passenger | 480 | (1912) | Ritter runabout | 313 |
| 1905 | Pierce-Arrow | 1192 | 1909 | Welch Model 4L 7-passenger | 482 | 1912 | Stearns-Knight 5-passenger | 2144 |
| (1905) | Reliance Model A 5-passenger | 1032 | (1909-10) | Winton Six Model 17 | 8754 | (1912-13) | Lincoln Model 24 | 5046 |
| 1905 | Stevens-Duryea Model R 5-passenger | 2186 | (1909-10) | Winton Six Model 17A | 9741 | (1912-13) | Peerless Model 40 5-passenger | 1296 |
| (1906) | Corbin Model E 5-passenger | 232 | 1910 | Buick Model 41 limousine | 3829 | (1912-13) | Rayfield 5-passenger | 117 |
| (1906) | Dolson Model E 5-passenger | 102 | 1910 | Duryea Buggyauto | — | 1913 | American 2-passenger roadster | X737 |
| (1906) | Locomobile Model E 5-passenger | 750 | 1910 | Enger 4-passenger | 210 | 1913 | Little 2-passenger | 101 |
| (1906) | Locomobile Model H-2 5-passenger | 1111 | 1910 | Gleason Model M 5-passenger | 6419 | 1913 | National Series V 7-passenger | 7424 |
| (1906) | Welch Model F 7-passenger | 320 | 1910 | Leason 5-passenger | 6524 | 1913 | Oldsmobile Model 53 5-passenger | 81176 |
| (1906-08) | American Mors Model 5A | — | 1910 | Mercer 5-passenger | 101 | 1913 | Oldsmobile Model 53 Tourabout | |
| 1907 | Auburn Model D 5-passenger | 546 | 1910 | Mercer 5-passenger | 104 | | 4-passenger | 8130? |
| 1907 | Corbin Model H 5-passenger | 430 | 1910 | Oldsmobile Special 7-passenger | 67033 | 1913 | Republic Little Six | 422 |
| 1907 | Dragon Model LM 4-passenger | 179 | 1910 | Palmer-Singer Model 6-60 | 4018 | 1913 | Republic Little Four 2-pass. roadster | 1617 |
| 1907 | Dragon Model LM 5-passenger | 189 | (1910) | Speedwell Model 10C | 1206 | 1913 | Stutz Bearcat | 1118 |
| (1907) | Dragon Model LM 4-passenger | 207 | (1910-11) | Waldron Model F 4-passenger | — | (1913-14) | Regal Underslung Model T | 2630 |
| 1907 | Ford Model K 7-passenger | 5302 | (1910-12) | Koehler Model A 5-passenger | 1075 | 1914 | Alter 5-passenger | 2004 |
| 1907 | Pope-Toledo Model K 5-passenger | — | (1911) | Alpena Flyer Model A 5-passenger | 1122 | 1914 | Lozier Model 84 7-passenger | 122 |
| (1907) | Stearns 7-passenger | 371 | (1911) | Cameron Model 27 5-passenger | 1134 | 1914 | Lozier 5-passenger | M422 |
| 1907 | Wayne Model K 5-passenger | 214 | (1911) | Cameron Model 26 Flyer 2-passenger | 1137 | 1914 | Luverne 7-passenger | 901 |
| (1907-08) | Earl Model 24 3-passenger | 99 | 1911 | Cole Torpedo roadster | 305 | 1914 | Luverne 7-passenger | 916 |
| (1907-08) | Stearns 30-60 Toy Tonneau | 585 | (1911) | Deal Model C 2-passenger | 102 | (1914) | McFarlan Model 65X | 5003 |
| (1907-09) | Stevens-Duryea Model U | 12978 | (1911) | Diamond Model H 5-passenger | 101 | 1914 | Partin-Palmer 6-passenger | 1543 |
| (1908) | Aerocar Model E 4-passenger | 204 | 1911 | Frayer-Miller 5-passenger | 9001 | 1914 | Stutz runabout | 1540 |
| 1908 | Cornish-Friedberg Model 71 5-pass. | 506 | 1911 | Havers Model 6 5-passenger | 113 | 1914 | Wahl 5-passenger | 1768 |
| 1908 | Pennsylvania Model C 5-passenger | 282 | (1911) | Lexington Model E roadster | 729 | ? | American Model A 5-passenger | 5 |
| 1908 | Pope-Toledo Model XVII 7-pass. | U-8404 | 1911 | Lincoln 2-passenger runabout | 2927 | ? | Auburn 5-passenger | 11 |
| (1908) | Stoddard-Dayton Model 8H runabout | 12 | (1911) | Lincoln 2-passenger runabout | 3384 | ? | Ford Model B runabout | 4629 |
| (1908-09) | Corbin Model K 5-passenger | 693 | 1911 | Lozier roadster | 3003 | ? | Rochet-Schneider roadster | 2072 |
| 1909 | American Tourist 7-passenger | 1528 | (1911) | Matheson Big Four 7-passenger | 430 | | | |

MORE LETTERS

FRENCH HORSES AND INDIAN CYCLES

I have two questions with which SAH members might be able to help:

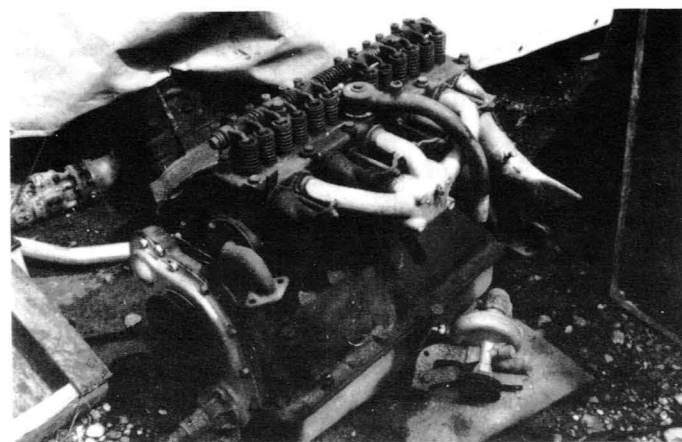
1. How do the French calculate the “CV” (horsepower) rating of engines? Is it simply a formula of bore and number of cylinders, or is the stroke measured, too? I can convert inches to millimeters, cubic inches to liters, etc.
2. What is the bore, stroke, and *actual* horsepower (not taxable horsepower) of the 1941-42 four-cylinder Indian motorcycle?

Jim Petrik, 7275 Berwood Dr., Madeira, OH 45243-2110

ANOTHER MYSTERIOUS ENGINE

Griffith Borgeson’s fascinating account of the mystery twin cam engine in *SAH Journal* number 156 prompts me to send these photos of another mystery engine owned by Valfredo Pellicciari in Italy. It was removed from an American car for installation into a hydroplane. The detail photo is of the carburettor, which, I should mention, has a slightly-slotted hole in the fixing flange which casts doubt as to its originality to this engine. My notes are hardly those of an efficient historian, but my scribbles state “Solex PA 9.145713.”

The front casting of the engine may provide a clue as to its identity, as may the inlet and exhaust manifold. The cylinder head has the numbers “80158” over “W5” and “7-3.” On the block is the casting number “157.” If anyone can identify it, the next question will be: “Has anyone got a manual for it?” **Peter Marshall, Mariners, Courtlands Avenue, Esher, Surrey KT10 9HZ England**



BUGATTI—LA GLOIRE, by Franco Zagari. 215 pages, 438 black-and-white photos. Hardbound, 11.4 x 14.2 inches (29 x 36 cm.), ISBN 88-7960-023-0. Published by Automobilia, Milan; available in USA from Motorbooks International at \$140.00. Distribution in UK by Menoshire, Greenford, Middlesex; in France by E.T.A.I., Boulogne Billancourt; in Germany from Schröder & Weise, Hannover, and Heel-Verlag, Königswinter; in Japan from Hokuto Tsusho and Shimada, Tokyo, and Takahara, Nagoya City; inquire for prices in those areas.

Franco Zagari (accent on the first syllable) is an enthusiast’s enthusiast, and one of the most finely refined taste. He is Italy’s foremost archivist of historic automotive photos, and his personal collection is monumental. This large-format volume is basically a picture book, with choice images gleaned from a number of collections in addition to Zagari’s own. While the photo captions are long, the main text is short, and the need to render all in four languages means that the space allotted to each is modest, as perhaps befits all books which are basically and essentially graphic. In this book, there is one two-inch-wide column of text in each of the four languages per each large page. There is a two-column foreword by one-time Molsheim team driver Antonio Brivio, the ten columns devoted to ticking off the legendary highlights of Ettore’s career, and then the real substance of the work, which consists of 183 pages of 1926 race results, representing “the golden age of the marque.” The volume concludes with five pages of reflections by Zagari on historic automotive photography, a field in which he is a master.

Readers who are familiar with the existing literature of the marque will find nothing new in the adulatory text. The myriad photos are a mix of the frequently-published and of the rarely or, for better or worse, not-before seen. This is, then, a book for the newcomer to the subject, or for the expert who has seen all of the familiar images but who still is looking for new nuances. The quality of the reproduction is very good, and Zagari takes particular care in the precise dating of the photos which he uses. Between the drafting of captions and the layout and cropping of photos, slips may occur. On page 82, for example, the Italian and French captions say that the size of the huge Royale may be compared with that of a Fiat 509, alongside. The English caption says that their sizes are similar, which is grotesque. In any case, the Fiat has been cropped away, except for a trace of one front wheel and headlight.

—Griffith Borgeson

THE BIRTH OF CHRYSLER CORPORATION AND ITS ENGINEERING LEGACY, by Carl Breer, edited by Anthony J. Yanik. 224 pages, 64 photos in black-and-white, 6 photo reproductions of documents and drawings. Hardbound, 6 1/4 in. x 9 1/4 inches, ISBN 1-56091-524-2. Published by the Society of Automotive Engineers, Inc., 400 Commonwealth Avenue, Warrendale, PA 15096-0001. \$49.00 (\$39.00 to SAE members) plus \$8.50 postage.

In his article "Detroit - Motors Operandi" (*Esquire*, September 1940, p. 28), Robert W. Marks concluded that automobile engineers were of three types: sober men of business, men of vision, and visionaries. To him, General Motors was an example of the first type, and Bill Stout and Boss Kettering exemplified the latter. But he chose as men of vision the Chrysler engineering team of Zeder, Breer, and Skelton. A man of vision not only gives the public what it wants (like GM), but "looks one step ahead and pioneers."

When Marks wrote, the words "Chrysler Corporation" and "engineering" were synonymous. In the 17 years from its birth in 1924 to the outbreak of war in 1941, Chrysler rose from 32nd place in the industry to second. It did so largely on the basis of its mechanical innovations, aided by the salesman's talents of its founder. If Walter Chrysler was the father of the corporation that bears his name, Zeder, Breer, and Skelton were its "mothers of invention."

Marks was particularly impressed with Carl Breer, whom he termed "a kind of walking engineering laboratory." Comes now Breer to tell his story posthumously, from a manuscript found at his death in 1970, edited by SAH member Tony Yanik, and published under the auspices of the Historical Committee of the Society of Automotive Engineers (SAE). It is, if you will, the automotive equivalent of a Dead Sea Scroll.

It fulfills the promise of its title and more. Here is Breer's own account of the development of four-wheel hydraulic brakes and aluminum pistons, pioneering the downdraft carburetor, and the introduction of rubber engine mountings, the famed "Floating Power" (or, in the words of its licensee Citroën, "Moteur Flottant"). Then followed the automatic choke, the development of fatigue analysis, improvements in tires and rims, all-steel bodies, valve seat inserts, powder metal products ("oilite"), Amola Steel, and Fluid Drive. As someone who is not an engineer, or even mechanical by nature, I found that Breer exercised a judicious restraint in the use of technical language and had the happy facility of explaining in plain English the benefits of each innovation. To several of these, Yanik has added a note telling us when it debuted in production. Breer's tone is balanced also, and I would call it justified pride. There is no false modesty, nor is there undue bragging. He confesses that the one problem for which they never found a solution was an accurate electric clock.

Marks identified Breer as the "father of the Airflow," and we are presented with a rare first-hand account of the gestation of Chrysler's most famous flop. Like any proud father, Breer is blind to the fact that his child was just plain ugly and attributes its failure to a slow ramp up to production and an inability to quickly fill early orders.

But there's more to this book than the Chrysler Corporation. Roughly forty per cent of it consists of Breer's recollections of events which occurred before 1924: turn of the century Los Angeles and the San Francisco quake, and the years with Zeder (who became his brother-in-law) and Skelton at Studebaker, Willys-Overland, and Maxwell—interesting stories all. But don't look for gossip or a settling of accounts. Like Alfred P. Sloan, Breer was a Victorian gentleman and writes like one; it's always "Mr. Chrysler", never ever "Walter."

After reading Breer (I should say "Mr. Breer"), I turned to Walter Chrysler's *Life of an American Workman*, a happy rediscovery. This is the marketing side of the company's early history, a more boisterous account of those days. I recommend reading them in tandem. You'll be pleased to find W.P.C. unstinting in his admiration and praise of Breer and his companions.

According to the SAE, the book is a best-seller by its modest standards. That this should be so given its very high price is a testament to the continuing reputation of Carl Breer.

—Taylor Vinson

THE ROAD BACK—A Quarterly Journal of Motoring History, edited by Nigel Travena. 52 pages, profusely illustrated in color and black-and-white. Card covers, 8 1/4 x 11 3/4 inches. Published by Jenna Publishing, Ltd., St. Agnes, Cornwall, England. Subscriptions: standard UK £11.50, Europe £14.50, rest of world £19.50; de luxe (includes shipping in robust cartons and an annual index) UK £14.50, Europe £18.50, rest of world £25.00. Overseas copies sent air mail, credit cards accepted. Subscriptions from "The Road Back," Langholme, Atlantic Road, Tintagel, Cornwall PL34 0DD England, phone/fax (01840) 770600.

"At last. A motoring magazine that's different from the rest" reads the cover; the introductory editorial expands: "This is not a classic car magazine. Our concern is to place cars in their historical context, not to evaluate their present-day desirability." Thus does editor Nigel Travena, who successfully launched a rail history periodical, *BackTrack*, in 1986, introduce *The Road Back*, subtitled "A Quarterly Journal of Motoring History."

He succeeds admirably. The 52-page glossy premiere issue contains articles by well-known historians Graham Robson, Jonathan Wood, and David Burgess-Wise, on such topics as Ford in Britain, the Monte Carlo Rally in the sixties, and the development of vehicle lighting. Shorter features include full-color visitations to historic advertising and a generous helping of period black-and-white motoring images, both reproduced with exacting quality. The ambience of this magazine, in particular its column titled "Off the Beaten Track," reminds one in many ways of the late lamented *Upper Hudson Valley Automobileist*.

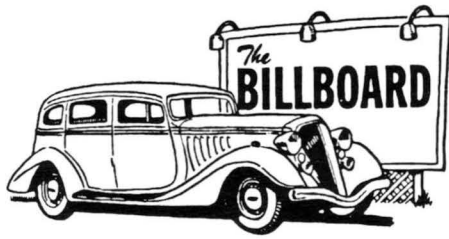
As one might expect, it's heavy on UK content, but not exclusively so. The feature "Why the Edsel Failed" by Robert Daines looks at US history, but does not quite achieve its headline objective; historical analysis is limited to the last three paragraphs and is little more than superficial.

Subscribing couldn't be simpler. The publishers take credit cards, making worldwide circulation a piece of cake. Recipients may opt for "De Luxe" shipment in "robust cartons" and an annual index at a modest premium.

Is it competition for our *Journal* and *Automotive History Review*? Perhaps, but in a complementary sense. Who else, after all, would publish the life story of Herbert Akroyd Stuart and profile California's truck builder Crown Coach? That sort of esoterica you'll find only at SAH.

The poignant question, of course, is "will it last?" Long-time consumers of automotive history will remember Paul Shubachs' valiant attempt to launch *Chassis*, which managed but a single issue. Editor Travena and Jenna Publishing have put a lot of effort into gaining visibility for *The Road Back*, putting it on most British newsstands this summer. The best way I can suggest to ensure its survival is to mail, phone, or fax your subscription order today.

—Kit Foster



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.

CADILLAC/LaSALLE: Need for forthcoming book (photo)copies of *Autobody* and *Auto-Carosserie* articles on coachwork. Also materials from other US magazines on custom coachwork, and on Cadillacs shown at US auto salons (models 1903-42). Thanks for the help. **Yann Saunders, 4 Nonnette, CH 1292 Chambésy, Switzerland.**

FIRE ENGINES: Will purchase or trade photos or literature on fire apparatus. Especially need factory-type photos for research on my third fire engine book. **Matthew Lee, P.O. Box 55, Plymouth, MI 48170 (313) 459-3967**

WANTED for research: *Handbook of Motor Vehicles Used by the US Armed Forces*, Timkin Detroit Axle Co., 1944, and similar WW II publications. **Konrad F. Schreier, Jr., 1639 Mandeville Canyon Rd., Los Angeles, CA 90049**

WANTED: Any information on or a copy of an alleged biography of George Mason of Nash. Contact: **Patrick R. Foster, 42 Buckingham Place, Milford, CT 06460**

WANTED: Old magazine ads for Nash/Hudson Metropolitans. Contact: **Patrick R. Foster, 42 Buckingham Place, Milford, CT 06460**

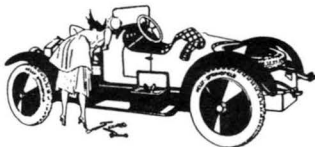
WANTED: *Les Automobiles Delage* (Rousseau, 1978); *Dell'Industria Automobilistica Italiana* (any year); *All the Fiats* (Domus); *Vittorie Maserati: 1926-1954*; *Italian Automobiles* (Chrysler Engineering, 1949); *Dossiers Chronologique Renault* (all volumes except "Tome 2 1906-1910"); *J-H Lartigue et les Automobiles* (Lartigue, 1974); *Le Grandi Alfa Romeo* (Fusi, 1969, Italian language); *Walter Gotschke and the Mercedes-Benz Racing Car* (1980); *Zagato* (Marchiano, 1984); *Les Voitures Françaises Années 50* (Bellu, 1983); *Monteverdi* (Gloor & Wagner, 1980, German language); *Berliet de Lyon* (Borge and Viasnoff); *World Car Catalogue* (1962, 63, 66); *Automobile Year* (Numbers 1, 2, 5, 6, 7, 8, 9, 11, 12, 13, 26, 31); *Un Siècle de Carrosserie Française* (Henri-Labourdette, 1972); *Auto Parade/Auto Universum* (all but numbers 1, 2, 4, 6, and the year 1971); and *Observer's Book of Automobiles* (all but 63, 69, 72, 74, 75, 77, and 80). Contact: **Leslie M. Kendall, 6252 Primrose Avenue, Los Angeles, CA 90068. Phone: (213) 464-5793 or (619) 756-2171**

WANTED: Literature on racing and pre-1950 automobiles of all makes. **Rob McLellan, 9111 Longstaff Dr., Houston, TX 77031- 711 (713) 772-3285 Fax (713) 772-3287**

FOR SALE: Pre-1920 quality out-of-print automotive books. **John Gerhart, P.O. Box 223, Deerfield, IL 60015-0223 Fax (708) 205-5512, phone (708) 948-7940 leave message.**

WANTED:

**AUTOMOBILE
LITERATURE
1900-1975**



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

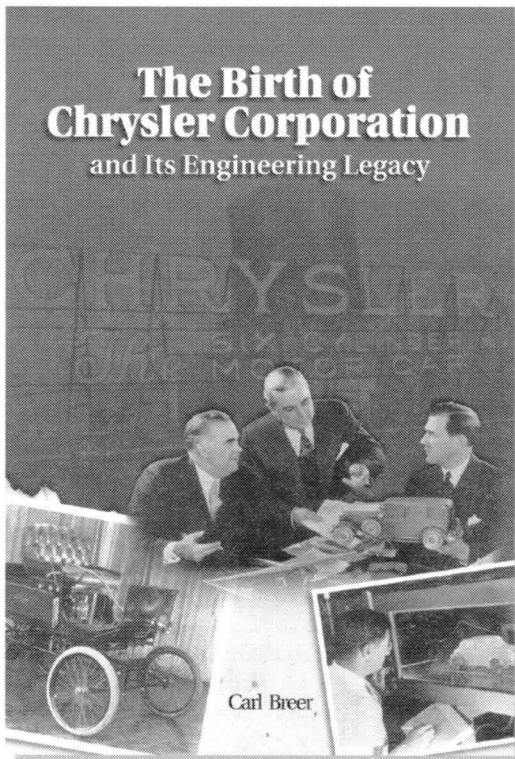
I buy sales brochures, repair & owner's manuals, showroom items, artwork, models & toys, posters or any items pertaining to automobiles, trucks or motorcycles...I travel to purchase collections.

USED BOOKS AND RECORDS

THE READER'S CORNER

3201 Hillsborough St. Raleigh, NC 27609 USA (919)828-7024

**The story of the engineering team commonly known at Chrysler as the "three musketeers":
Fred Zeder, Owen Skelton, and Carl Breer.**



The Birth of Chrysler Corporation and Its Engineering Legacy

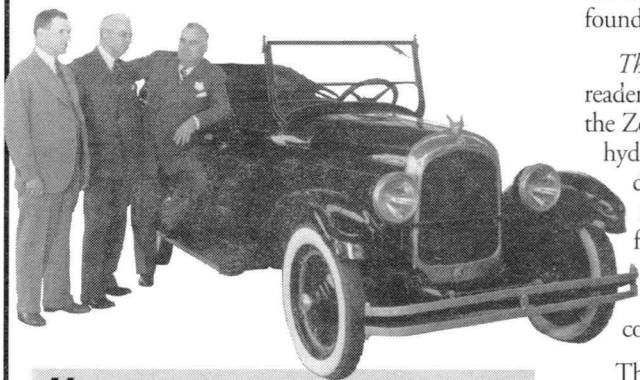
Carl Breer

This is the story of a remarkable engineering team as told by one of its members, Carl Breer. Breer, Fred Zeder, and Owen Skelton worked together for 35 years, first at Studebaker and then at Chrysler, bringing solid engineering principles to the design and testing of early automobiles.



The Birth of Chrysler Corporation and Its Engineering Legacy begins with a look at Carl Breer's early years, giving readers a glimpse of his engineering adeptness, even as a youth. The book's focus then shifts to the Zeder, Skelton, and Breer engineering team. Through the eyes of Carl Breer, we see the trio at work first at Studebaker prior to World War I, and then, more importantly, in 1919 as they meet Walter Chrysler and become the engineering building blocks upon which the Chrysler Corporation was founded.

The Birth of Chrysler Corporation and Its Engineering Legacy offers readers a "behind-the-scenes" look at the many innovations developed by the Zeder, Skelton, and Breer team during Chrysler's early days, including hydraulic brakes, all-steel bodies, "fresh air" heaters, and more. It also describes the team's groundbreaking wind tunnel research which resulted in the development of the Airflow, an engineering tour de force that was so far ahead of its time that, unfortunately, the marketplace didn't respond well to it. The Airflow's design was so advanced that the aerodynamic principles upon which it was based continue to shape the design of today's cars.



“...at the turn of the century, I built myself a complete steam car using Barnes foot-operated lathe and hand tools. We have come a long way since then...most surprisingly within one man's lifetime - mine...Looking back over a period of some 65 years, I cannot help but be impressed with the tremendous progress that the automotive industries have accomplished... from my first ride in the steam car I built...and drove for the first time in 1901, to 1916 when I joined with Zeder and Skelton who also had diversified horseless carriage automotive backgrounds, to our creation of Chrysler Corporation and the many engineering innovations we introduced to the entire automotive industry that have become accepted by all, until we finally retired in 1951...I can only reflect with happiness on the part that Zeder, Skelton, and Breer played in the evolution of the horseless carriage.”

- Carl Breer

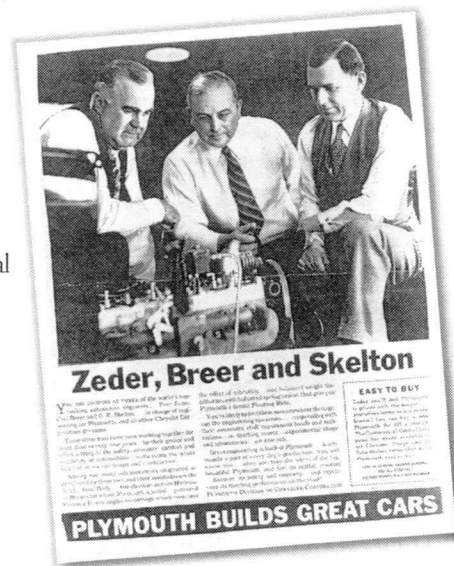
Through words and pictures from Breer's own photography collection, *The Birth of Chrysler Corporation and Its Engineering Legacy* offers a nostalgic look at the industry's early days and provides us with insight into the men that were instrumental to Chrysler Corporation's engineering success.

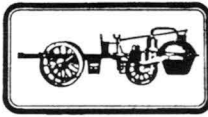
ISBN 1-56091-524-2, 238 pp.,
8 Chapters, Hardbound 1995.

\$39.00

Order No. R-144

To order, contact Dept. 128 • SAE • 400 Commonwealth Drive • Warrendale, PA
15096-0001 • Telephone (412) 776-4970 • Facsimile (412) 776-0790





SAH JOURNAL
THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

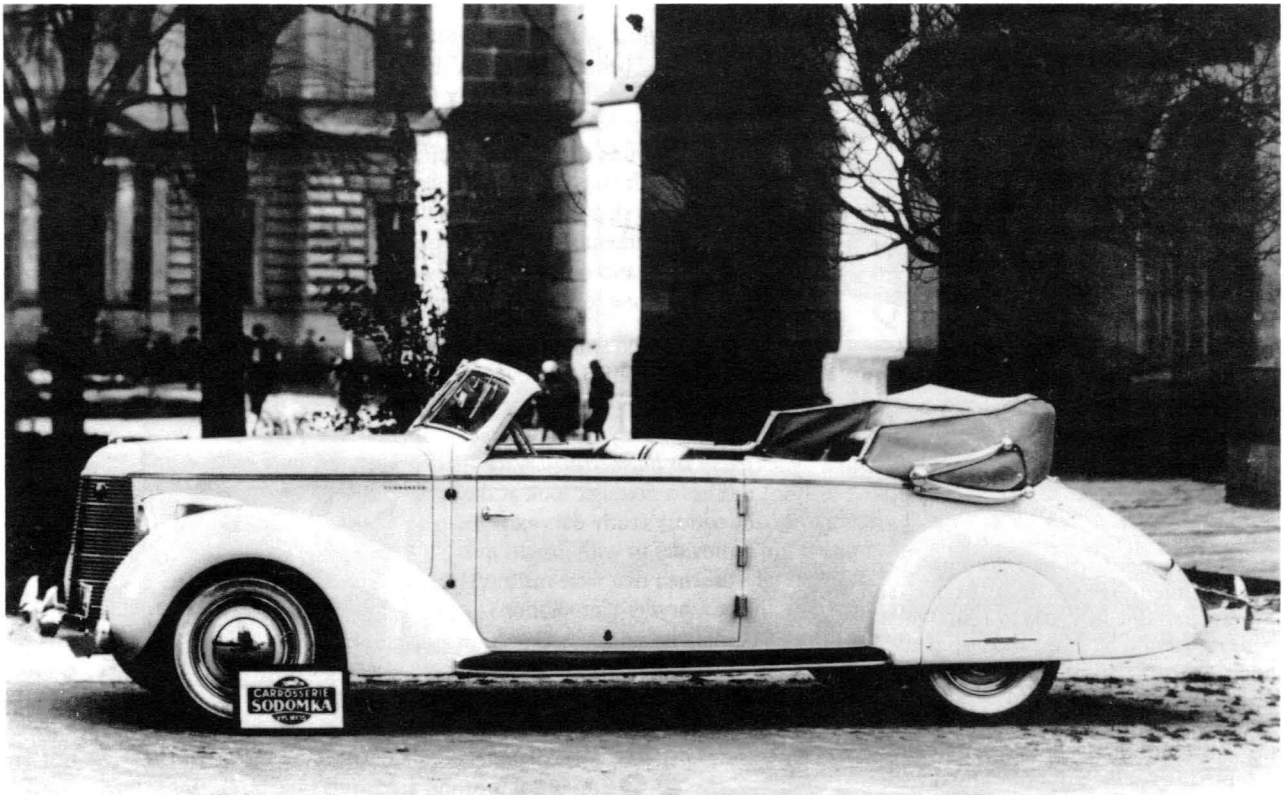
July–August 1995

Issue Number 157

Sir Speedy Printing
78 Howard Street
New London, CT 06320

FIRST CLASS
U. S. Postage
PAID
New London, CT
Permit No. 100

FIRST CLASS



CZECH COMMANDER: Carrosserie Sodomka of Vysoké Mýto built this attractive body on a 1938 Studebaker chassis. Other Sodomka bodies may be seen in an article in Automotive History Review No. 21. Photo courtesy of Dr. Jan Tulis via Taylor Vinson.