

SAH JOURNAL

The Newsletter of the Society of Automotive Historians, Inc.

May-June 1997

Issue Number 168

DIRECTORS MEET AT "CRADLE OF INDUSTRY"

The Society's Spring directors' meeting was held on Saturday, April 5th in Springfield, Massachusetts. Springfield has a claim as the "cradle of the American automobile industry" because was in this city that J. Frank Duryea made his pioneering journey under gasoline power, and where subsequently the Duryea Motor Wagon Company was organized to undertake series production of Duryea cars.

In addition to the Board meeting, a précis of which appears elsewhere in this *Journal*, the directors and guests visited a number of area automotive shrines. The weekend began Friday afternoon with a visit to Springfield's Indian Motorcycle Museum, which concentrates on the heritage of the city's well-known two-wheeled motor vehicle. In addition to a complete display of Indian motorcycles, the museum includes exhibits on other US-built motorcycles and Indian's other products, which include outboard motors, aircraft engines, and the short-lived Indian Dog automobile. Museum manager Esta Manthos shared some very entertaining commentary with the group, and area Knox historian Jack Hess stopped by and was promptly enrolled in SAH.

The group then travelled to Ware, Massachusetts, where *Charlie Lemaitre* opened his collection of automobiles, which concentrates on French marques. Charlie and his wife Aline also opened their home, the Cutler Paige House in nearby Hardwick, to SAH, and the visitors enjoyed tea, more automobiles, and Charlie's extensive collections of automobilia. The evening concluded with a group dinner at the historic Salem Cross Inn in West Brookfield.

Following the Saturday Board meeting, Richard Stevens took the assembled group on a tour of Springfield's automotive shrines. The tour started at the former Stevens-Duryea factory on Page Boulevard. This massive structure, notable as one of the first New England steel-and-concrete industrial complexes, was later taken over by Westinghouse. It is currently a campus of light industrial uses and warehouses. The next stop was at Wilbraham Road, near Waltham Avenue, where the Duryea Motor Wagon, Indian Motorcycle, and Knox factories were located. Some of these buildings survive, and Richard displayed period photos of Duryea cars taken at the site. The group then retraced Frank Duryea's ride of September 21st, 1893, starting with a visit to the barn at the corner of Clark and Spruce Streets where the motor wagon was stored overnight before its historic journey. Homage was paid to the Duryeas with a visit to Frank's grave at Springfield Cemetery (where the family plot is, ironically, adjacent to that of Indian Motorcycle chief George Hendee).

The tour concluded with a visit to the site of the John Russell and Sons machine shop at 47 Taylor Street, where the original

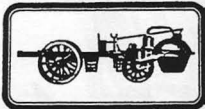
Duryea motor wagon was built. Now a walkway, following the 1960s demolition of the building, the site is commemorated with an interpretive plaque dedicated by Richard and Massachusetts officials in March. The group then repaired to the Pioneer Valley Brew Pub, on whose wall the Duryea plaque has been mounted, to sample the Duryea Porter and culinary surprises. Finally, Richard showed a video of his painstaking recreation of a Duryea automobile, almost wholly from scratch. The car itself, which featured prominently in centenary publicity, is now on display at the Owls Head Transportation Museum in Maine.

On Sunday morning, a smaller group visited the Yankee Candle Car Museum in historic Deerfield, where *Charles Roy* was pleased to see that his former Citroën SM is well-cared-for. He noticed that the car greets museum visitors with the emblems of the Voitures Europeennes d'Autrefois, his Montreal club, and the SAH. Then the hard-core historians accepted *Jack Hess's* invitation to visit his Knox collection and archive in East Longmeadow. After examining two "porcupine-cooled" Knoxes under restoration, the groupies were treated to a dust-off ride in Jack's 1907 Knox tourer.

SAH spring meetings have developed a following among aficionados of regional automotive history. In addition to Charlie, Richard, and Jack, members joining the directors on these tours included *Don Hurter*, *Fred Roe*, and *Keith Korbut*. Next year's spring meeting will take place in St. Louis, on April 4th, 1998. Missourians take note!

Inside the Journal...

Editorial Comment	2
President's Perspective	3
It Happened Years Ago	3
25 Years Ago at SAH	3
Précis of the Board Meeting	4
"The passing of a great journalistic team: Franco and Hélène Lini"	6
Additional News	6
SAH Members On The Move	7
"Truck Builders of Poland 1928-1939" by Albert Mroz	8
"Studebaker Avanti History"	10
"More on Mohs" by Sam Fiorani	11
Book Reviews	
<i>Phil Hill: Yankee Champion</i>	12
<i>The Automobile in South America</i> ...	12
<i>Datsun Z Series: The Complete Story</i> ..	13
Letters	14
Classified	15



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THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

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SAMUEL V. FIORANI, EDITOR
P.O. Box 7073
St. Davids, PA 19087-7073 USA
Email: SAHJournal@AOL.COM

OFFICERS

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Michael Lamm Taylor Vinson

ADVERTISING MANAGER

Sam Fiorani
P.O. Box 7073
St. Davids, PA 19087-7073 USA
(610)275-6866

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EDITORIAL COMMENT:

SELLING CARS

I enjoy watching commercials on television; they're usually more entertaining than the show that they sponsor. Cars and trucks (along with shoes and beverages) rank among the most costly products to advertise. Between the actual money spent on airtime and the cost of producing the ads, cars are expensive to sell.

My interest in automotive advertising was piqued by a gentleman that I met at the SAH dinner in the fall of 1995 (please forgive me for having forgotten his name). He

recommended that I read a book called *Where the Suckers Moon*. Shortly after returning home, I purchased the book and found it very interesting. This book chronicles Subaru of America's search for an advertising firm in the early 1990's. Each step of the search was explained in great detail from preliminary narrowing of the firms to be auditioned for this prestigious role.

To an advertising firm, securing an automotive account is the pinnacle. Many companies shoot for this goal but, with only a finite number of automotive firms and an almost infinite number ad companies, few will reach this far.

Recently, this interest of mine resurfaced. The March 28 issue of *Entertainment Weekly* magazine featured an article about the 50 best commercials of all time. Of these ads, four were for cars (only foods and snacks had more).

Volkswagen, a company well-known for their quality, yet understated advertising in the 1960s, had the number 41 ad with their 1972 effort titled "Ronnie & Jonnie." This commercial had two older men around a piano trying to come up with a new jingle to tout their latest advances, like "advanced manifold pre-heating system."

At number 33 was the Nissan "Toys" ad from last year. A G.I. Joe-like figure drives his Nissan 300ZX across the playroom floor to pickup the Barbie-like doll from her "dream house." This advertising campaign featured the out of production Z-car, making it an oddity from a marketing standpoint.

The 1958 Chevrolet advertisement "Boy Meets Impala" ranked 17th. As part of an extraordinary \$1 million ad campaign, this spot based around a father granting used of his car for his teenager's date featured only 21 words using the tag line "What a gal! What a night! What a car!"

The highest ranking automotive advertisement was the 1985 Isuzu spot in 6th place. The spot used "Joe Isuzu" (actor David Leisure) as the Isuzu spokesperson. Claims that the car "gets 94 miles to the gallon" were denied by "He's lying" superimposed over the salesman. The ad was such a big hit that *EW* stated, "Ronald Reagan once compared Nicaraguan leader Daniel Ortega to 'that fellow from Isuzu.'"

Aside from these great ads, *EW* mentioned a few other things automotive. In 1977, NBC's show *Saturday Night Live* spoofed the then-current Mercury ad where a man cut a diamond while sitting in the back seat of a moving Marquis. In the *SNL* version, a Rabbi circumcised a child in their car while riding over a rough road.

In 1989, Nissan introduced their new line of luxury cars. The first Infiniti ads didn't feature cars, but instead showed tranquil settings with rocks and trees with a calm voice over. These ads didn't do so well and spots with the actual Q45 sedan and M30 coupes were rushed to market.

A very entertaining article, but some questions arose from it. Do you remember Oscar winners Richard Dreyfus (AMC Javelin), Robert DeNiro (AMC) and Dustin Hoffman (Volkswagen) selling cars? Or Emmy winner John Goodman promoting John Deere? And what is Corinthian Leather?

-Sam Fiorani, editor

PRESIDENT'S PERSPECTIVE

A few Journals ago, I waxed emphatically in this space about how it was premature for SAH to contemplate a web site, a "home page" on the internet, our "information superhighway." To be useful to historians, I argued, a site would have to lead "surfers" to megabytes of previously-undiscovered automotive history. We have trouble enough bringing such material to light from the musty stacks of paper archives. Who would put such material into electronic form, I wondered. Alas, I must now eat crow, and admit I was badly mistaken.

Actually, I was not so much mistaken as I was embracing the wrong paradigm, to use a horribly hackneyed phrase, or experiencing the wrong vision, to retread another. I had been thinking of an SAH web site as an historic resource, not as a means of electronic publishing (worthy, but still daunting) or historical evangelism (the area where I now feel we're missing the boat).

Although I've been using computers for years, for writing, for computations, for various data base chores, I'm a recent "newbie" to the information highway. As I take time to explore the millions and millions of cyberplaces, some of them the work of industrious SAH members like *Josh Malks*, *Tom Krill*, and *Jim Hockenhuell*, I keep coming across other intriguing sites. One, the opus of a former member, *Kikuo Iwatate*, is devoted to the history of the automobile in Japan. The pages of various car clubs, and there are hundreds, embrace history, usually with a marque focus. All the major car magazines now have electronic editions.

What really caught my notice were the sites of the major clubs. I was looking for some information on the Antique Automobile Club of America. Although I belong to AACA, as do many of you, and could probably have found what I sought somewhere in my own paper archive, I decided to try "www.aaca.org." In about five minutes I found out exactly what I needed to know; it would have taken me longer than that to remember where I keep stuff related to AACA chapters. What I found at AACA's site, and at the pages of other clubs (many of the sites are linked to one another) was a veritable "electronic brochure." If you've been surfing around and happen to land there, you can read just what AACA's about, find out how to join, print out an application form, and then send (or even fax) it in.

Are these newfangled contraptions effective? I don't have figures from any of the clubs on the number of members enrolled in this fashion, but I do know that at this writing the AACA site "odometer" has recorded 22,886 "hits;" Josh Malks' CordNet page has logged 1,596; and the Professional Car Society, whose purpose is far more specific than ours, had had 6,782 visitors since the end of September 1996 (and almost 2,000 of those in the last month). Contrast that with SAH's paper recruiting brochure: 4,500 printed in the last three years, of which almost 1,500 are still in stock.

At the directors' meeting held on April 5th, your Board endorsed the concept of an electronic "cyberbrochure," including the possibility of our own domain name; "sah.org" is already taken (by the Society of Architectural Historians), but we have ideas for others that may be even more explanatory than our familiar acronym.

What we need now is the talent and energy to bring this site to fruition. I don't have a clue about writing hypertext, nor much about negotiating agreements with host computer organizations. I'm confident that we have members with those skills and experience, however. If you think you could help with this new project, please get in touch with me, by email of course: foster@netbox.com

- Kit Foster

IT HAPPENED YEARS AGO...

One hundred and fifteen years ago...

May 9, 1882 - Henry J. Kaiser was born.

One hundred years ago...

May 13, 1897 - Pope Manufacturing Company of Hartford, Connecticut, held the first press preview for an automobile. Journalists were invited to the factory to drive the new vehicles.

Seventy years ago...

May 26, 1927 - Ford Motor Company built the 15 millionth Model T.

May 31, 1927 - Ford Motor Company built the 15,007,033th (and last) Model T. A six month changeover period was needed before the Model A was introduced.

Sixty years ago...

May 27, 1937 - The Golden Gate Bridge was opened between San Francisco and Marin County, California. The cost of the bridge was \$35 million.

Fifty-five years ago...

May 3, 1942 - The national speed limit of the United States was lowered to 40 mph to conserve fuel for the war effort.

Forty years ago...

May 8, 1957 - The final Lincoln Mark II, #2996, rolled off the Oakwood Boulevard assembly line.

Twenty years ago...

May 2, 1977 - Ed Cole, former president of GM, died in a plane crash.

Ten years ago...

May 1987 - Toyota finalized the design of project "F1" to become the Lexus.

25 YEARS AGO AT SAH

For reasons never explained, the four issues of the *SAH Newsletter* that appeared between #25 (April 1972) and #30 (July 1973) were not dated. The editor indicates in #26 that he believes the *Newsletter* was getting overloaded with articles and should consist only of letters from members seeking information and responses thereto, per its original intent.

We'll report on #26 and #27 in the September/October *Journal*, and the other two later on.

- Taylor Vinson

PRÉCIS OF THE BOARD OF DIRECTORS MEETING April 5th, 1997

The following is a précis of the major items discussed by the Board of Directors at the April 5th, 1997 meeting at Springfield, Massachusetts. Anyone wishing a full copy of the minutes should send a self-addressed, stamped envelope to the secretary.

The meeting, held at the Springfield Holiday Inn, was called to order by president Kit Foster at 9:00 AM. Seven of the directors were present at roll call; Leslie Kendall arrived after the meeting had begun. Absent were directors Tom Deptulski, Jim Schild, Helen Earley, and Mike Lamm, and secretary Nan Martin. Proxies were recorded for Martin, Schild, Earley, and Lamm. Nominations chair Taylor Vinson, editor Sam Fiorani, and Fred Roe were guests at the meeting.

Minutes of October 10th, 1996 Meeting

The minutes of the October meeting, distributed by Nan Martin, were approved with one minor correction.

Treasurer's Report

Treasurer Paul Lashbrook distributed a report package covering October 1996 to March 1997. The total of assets in cash and deposits was \$73,909.06. The report was filed for audit. Paul also presented a proposed expenditure budget totalling \$22,795.00 for 1996-97.

Membership

Kit reported that membership currently stands at 711: 687 actives, 9 honorary, 14 founding, and one life member. Of these, 588 live in the USA, 25 in Canada, and 98 overseas. Since October, membership has grown by 70, and by 123 in the past year. A reminder to 151 members in arrears after the March 1st deadline will go out shortly. Matt Sonfield sent letters to attendees of the 1996 history conference and to persons whose memberships had lapsed two or more years ago, with modest response.

Awards

Nick Fintzelberg reported that fifteen books have been nominated for the Cugnot Award, and are presently being reviewed. His judging committee consists of Jim Schild, Don Peterson, Karl Zahm, and Deane Fehrmann.

Kit Foster reported for Benz Award chair Don Keefe that nominations have been received, and that deliberations are underway.

Matt Sonfield reported that eight publications had been nominated for the Brigham Award, four from USA and two each from UK and France. The committee, composed of Taylor Vinson, Sam Fiorani, Fred Roe, and Nick Fintzelberg, was to complete their deliberations on the day of the meeting.

Kit Foster reported for Jim Wren that the Bradley and Ingersoll Awards deliberations were under way.

Kit also reported for Dave Lewis that the call for nominees for the Friend of Automotive History Award had gone out, and that directors should submit nominations with biographic information promptly.

Kit reported that he had presented three of the 1996 awards at a publishing seminar he attended at the National Motor Museum in England in November. The Brigham Award was presented to *The Road Back*, and the Friend of Automotive History was presented to Scott Bailey; neither Bailey nor anyone from the staff of *The Road Back* had been able to attend the Hershey banquet. In addition, the Benz Award of Distinction to *The Automobile*, accepted at Hershey, was recognized in the magazine's home country.

Publications

Publications chair Patrick Foster presented a proposal for SAH to become involved in publishing books on automotive history. He said the Publications Committee had studied the idea for about six months, and felt that a revolving fund could be established with some of the Society's cash reserves, and that carefully-selected works could be published and sold, with proceeds channeled back into future projects. The committee did not have a recommendation for an introductory project, nor a detailed business plan. Pat indicated that such a proposal is expected for the October meeting. It was proposed that the name "SAH Press" be adopted for this enterprise. The committee also favored publication of papers from the September 1996 automotive history conference in *Automotive History Review*, rather than as a separate volume.

Sam Fiorani reported that *SAH Journal* has been published on schedule. The *Journal* is now sixteen pages per issue, and still within budget. Sam reported that he is working on a calendar of automotive history vignettes, and could produce them as a Society project for no initial investment.

Taylor Vinson reported that *Automotive History Review* No. 31 is at an intermediate stage of production, expected to be mailed by June. Number 32 will be a compendium of some of the papers from the September 1996 automotive history conference and abstracts of the remaining papers. Publication is expected in the Fall of 1997.

Silent Auction

Jim Schild sent a written report on the 1996 silent auction. All 253 lots were sold, to 116 bidders; high bid for any one item was \$120.00. Gross receipts from the auction were \$4,537.06. He is currently receiving items for the 1997 auction. Treasurer Paul Lashbrook reported that all but \$395 of the invoiced amount from auction sales has been received from the successful bidders.

European Meeting

Sinclair Powell gave a report on SAH's second European meeting held February 6th in Paris. Over thirty people attended the event at the Automobile Club de France, arranged by Laurent Friry. There was agreement toward making it an annual event, and it was moved, seconded, and voted that a European meeting, on the eve of the Rétromobile show, be added to SAH's official calendar. Discussion regarding a Society presence at the show concluded that a space would be beyond our means, but informal presence on a member's stand might be arranged.

Archival Committee

Sinclair Powell reported that 25 Cugnot Award-winning and nominated books are awaiting accession in the Society's collection at the Auburn-Cord-Duesenberg Museum. He appealed to officers and former officers for any SAH archives (minutes, memos, or correspondence) in their possession to be forwarded for our organizational archive at A-C-D.

Chapter Relations

Sinclair Powell reported on chapter relations. Wisconsin and Leland Chapters are alive and well. Hoosier Heritage has recently started a newsletter. Southern California has made preliminary plans for its annual literature fair. Kit reported attending a meeting of the UK Chapter in November. An all-day program featured four speakers on automotive history; the session was well attended. The Pioneer Chapter appears to continue its dormant status. Sinclair noted that there was interest in forming a chapter in Ohio. Sam Fiorani said there had been no response to his ad in the *Journal* regarding reactivation of the Oliver Evans Chapter in the Philadelphia area.

There was a question as to what extent the chapters fall under the Society's insurance coverage and tax exempt status, particularly when there are chapter members who do not belong to SAH. Sinclair will research this.

Nominations

Taylor Vinson reported that he has a slate of six nominees willing to run for the three director positions open in 1997. He reported having one candidate for each of the officer positions which will be open, but did not have prospects for the traditional opponents for president and vice president. No objection to single nominations was voiced.

Automotive History Conference

Kit reported that early planning was going ahead for a September 1998 conference at the Henry Ford Museum. The National Association of Automobile Museums has voted to become a joint sponsor of the conference, with SAH and the Ford Museum. Interest was expressed in having a conference at another venue, and perhaps at other seasons of the year. A number of members who teach had to miss the last conference because their classes started that week. Kit agreed to survey other possible sites and schedules for a conference.

Hershey 1997

Paul Lashbrook will again act as hospitality chair at Hershey, but will need help throughout the weekend. The Society has a commitment for the same spaces as last year (WAY 11-12), which will this time be listed in the AACA directory, but will pursue getting three permanent spaces in the Society's own name. The Board

voted to obtain a banner with the Society's name and logo to use at the tent and at other functions as needed. There was little enthusiasm toward having a speaker at the annual banquet, as directors felt instead that attendees would rather talk to one another. As a few had lamented the early end to the evening, Kit agreed to inquire about keeping the bar open longer after the meeting.

Old Business

Sinclair Powell indicated that he would have a proposal for a seminar on getting started in automotive history for the October Board meeting.

The directors declined to take further action on a proposal for a Directors' Award of Special Recognition.

The idea of a student award in automotive history, first proposed a couple of years ago, continues to have interest, though no progress has been made on defining the criteria or process for such an award. Sinclair Powell agreed to review the idea with Dave Lewis, and present a more definite proposal at the October meeting.

New Business

Kit introduced the idea of the Society developing an internet web page as an information and recruiting aid. The directors approved the idea in concept, pending further information on the costs and arrangements for developing and hosting the page. Kit was authorized to pursue obtaining a domain name for the Society.

The directors accepted the Publications Committee's proposal to create a publishing entity known as SAH Press. A committee, to consist of Taylor Vinson, Paul Lashbrook, and Sinclair Powell, was appointed to work up the formal details of the enterprise. The SAH Press would publish automotive history works not likely to find a commercial publisher. Paul Lashbrook undertook to register the name as a trademark of the Society, along with formal registration of the Society's own name and its emblem. The directors also authorized Sam Fiorani to produce an auto history calendar, to include the Society's events and historical dates of significance, as the first project of SAH Press. Sam indicated that no up-front investment would be required, but that that project should produce a profit.

The directors considered a proposal for a new award to recognize mentoring in automotive history, but expressed concern that it mirrored the Friend of Automotive History Award. There was enthusiasm for developing the concept, however, in conjunction with the student award considered under old business.

1998 Spring Meeting

Upon invitation by Jim Schild, the Board voted to schedule the 1998 Spring meeting for April 4th, 1998 in St. Louis, Missouri.

The meeting was adjourned at 3:15 PM.

- Nicholas Fintzelberg
Précis by Kit Foster

THE PASSING OF A GREAT JOURNALISTIC TEAM: FRANCO AND HÉLÈNE LINI

Franco Lini left us on July 22, 1996, just a week before turning 73. He was one of the better-known and liked world-class motoring journalists of his time. He will be remembered in particular for his quite successful stint as Enzo Ferrari's racing manager in 1967-68. Lini was born in Curtatone, Mantova, Italy, on July 30, 1923. A dedicated biker, he began covering motorcycle races shortly after WWII. Adding automotive competition to his area of specialization, he became the Italian correspondent of *L'Equipe* (Paris) in 1955 and joined the staff of *Auto Italiano* (Milan) in 1960. He became a regular contributor to leading motorsport periodicals in many countries, as well as to *Autosprint* and *Quattroruote* at home. He did much of his own photography and was good at it.

Franco's wife, born Héléne Cintiloni to Italian parents in Paris on May 9, 1920, was his life-partner in every way. After a postwar stretch as a translator for the U.S. Army in Italy, she returned to Paris, becoming secretary to another notable figure, Pierre About (pronounced ah-boo), editor-in-chief and top automotive writer of *L'Equipe*. Under him, Héléne became a legend for her professional competence over the entire spectrum of spectator sports. In 1955, when dashing Franco became the weekly's man in Italy, he also rode off with Héléne, on the buddy seat of his Gilara twin. For years, this game lady rode with her husband on his coverage of racing events, up to and including such far flung ordeals as the Tour of Italy.

For 40 years the couple made a remarkable journalistic team, Héléne holding down the home office during Franco's perennial globetrotting to cover major races. Many of his stories were written by her, based on his notes from afar. She survived her husband by less than five months, passing away, also in Milan, on December 17. They are survived by daughter Beatrice who, with her husband and three children, continues to live in the family home which also was its press office. A legend has passed.

- Griff Borgeson and Gianni Cancellieri

ADDITIONAL NEWS:

BEVERLY RAE KIMES UNDERGOES KIDNEY TRANSPLANT SURGERY

Former SAH president *Beverly Rae Kimes* underwent kidney transplant surgery on May 20. Bev is currently recuperating. Anyone who would like to offer their wishes and prayers are asked to send cards and letters to:

Beverly Rae Kimes
215 East 80th Street
New York, NY 10021

1997 SAH ELECTIONS

As Chair of the Nominations Committee, I would like to tell you about the candidates for officers and directors that will be presented to you on the ballot, to be mailed around the middle of July.

In a departure from recent practice, the Nominations Committee will present only one nominee for SAH President and Vice President. Finding volunteers is difficult, and we are lucky to have seasoned candidates in the two members who have agreed to run for these positions. Current Vice President Sinclair Powell will be the nominee for President, and Director Jim Schild, for Vice President. The decision to present a single candidate for these offices in the 1997 election was approved by the Board at the Springfield meeting and will not necessarily be repeated in 1999.

The Society's recent practice has been to run only one candidate for the offices of Secretary and Treasurer (where your Nominations Chair met his first SAH electoral defeat some years ago). Nan Martin, who has been our Secretary in recent years, is retiring and Director Nick Fintzelberg has volunteered to take her place. Paul Lashbrook, the current Treasurer, will be a candidate for the Board. Outgoing President Kit Foster will be the nominee for next Treasurer.

The full complement of six candidates for the Board has been chosen to run for the three terms that end in October. We regret that Helen Earley and Matt Sonfield will be leaving the Board after many years of devoted help. Charles Roy, appointed to fill Eric Vest's unexpired term last year, will run for a full term. The five remaining candidates in alphabetical order are Leroy Cole, Sam Fiorani, Paul Lashbrook, Fred Roe, and Richard Scharchburg. Their biographies will be provided on the ballot.

Finally, responding to several requests, I'll try to see that the ballot contains an advisory in bold face type that members are to vote for only three Board candidates of the six. However, because of the vacancies on the Board that will be created by the election as officers of Directors Schild and Fintzelberg, we expect that the candidates with the fourth and fifth highest vote totals will be appointed to fill their unexpired terms.

- Taylor Vinson

LAST CALL FOR SILENT AUCTION

The Society's largest fund raiser, the annual Silent Auction, heads into the final stretch as chairman Jim Schild begins to prepare the catalog. Members are asked to scour their shelves and cabinets for books, literature, and items of automobilia which they no longer need and which may be donated to the Society. Since SAH is recognized by the US Internal Revenue Service as an exempt organization under section 501(c)(3), the value of items contributed may be a deduction on your 1997 Federal tax return.

Books and quality literature are always good sellers, as is automotive artwork. Experience has shown, however, that repair manuals, especially for late-model cars, are not in great demand.

Please send your contributions, to arrive by the **July 1st** deadline, to:

Jim Schild, Chair
1997 SAH Silent Auction
933 Strodtman Road
St. Louis, MO 63138 USA

A-C-D MUSEUM SPECIAL EXHIBIT

Rare, paintings, drawings, photographs and posters, many never before seen by the public, are on exhibit at the Auburn Cord Duesenberg Museum. "From the Vaults: Highlights of the Museum Archives," is a special exhibit in the museum's Automotive Fine Arts Gallery, from May 2 to October 5, 1997.

The special exhibit brings together a diverse group of 39 pieces of two-dimensional automotive theme art and graphics--not ordinarily on display--selected from the museum archives' permanent collection. Included are Cord and Duesenberg motorcar renderings by designers of the Twenties and Thirties, artistic and publicity photographs, vintage magazine advertisements, architectural drawings, and paintings by respected automotive artists Peter Helck, Ken Eberts, Tom Hale and Ken Dallison.

Visitors will see little-known renderings of Duesenberg luxury cars, conceived by the renowned stylist Gordon Buehrig of Duesenberg, Inc., Indianapolis. One Buehrig rendering depicts a 1930 Stinson airplane. Large format black ink renderings, by Auburn Automobile Company designer Alan Leamy, disclose ideas for Cord, Duesenberg and Graham autos, and even hood ornament designs.

Many of the images are gifts to the museum archives from auto company employees, historians and museum members.

BOSTON AREA STANLEY STEAMER OBSERVANCE

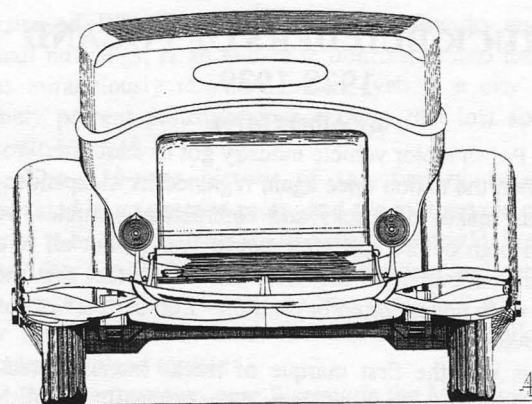
The city of Newton, Massachusetts is going to host a large scale Centennial celebration of the birth of the famed Stanley Steamer automobile. Newton, which is a large suburb of Boston, has put up banners along busy Commonwealth Avenue to proclaim the event. The banners on poles are visible to many thousands of commuters on streetcars, automobiles or buses.

On Flag Day, June 14, Newton will put on a Stanley Steamer parade that is billed to be the largest display of workable Stanley Steamers anywhere. Freelan O. and Francis E. Stanley made Newton their home and place of business. The Stanley, however, was actually built at a still standing factory on Hunt Street in Watertown, a short distance from Newton.

The Stanley brothers actually started out in making dry plates for photographers. Their photo business was bought out by George Eastman. The Stanley Steamer created a speed record in 1906 in Florida when it was clocked at 127mph. The car could easily out-speed any gas powered car of the era.

The Newton event will bring into focus the historical significance of the Boston area in early automotive history. Ford Motor Company had a huge assembly plant in Somerville, Mass, until the 1950s and General Motors operated a huge assembly plant in Framingham until 1991. A large electric car factory is planned by GM and Edison for South Boston.

- Kevin P. Murphy



Ink design rendering of the 1929 Cord Model L-29 by Auburn Automobile Company stylist Alan H. Leamy

SAH MEMBERS ON THE MOVE:

KEN GROSS

Ken Gross has been named director of the Petersen Automotive Museum. Ken is a long-time SAH member and well known automotive journalist. He served for many years as feature editor of *Special Interest Autos* and more recently has been a regular contributor to *Automobile Magazine* and other motoring publications. He has recently relocated from Virginia to join the Museum, located at 6060 Wilshire Boulevard in Los Angeles, California.

SAH director *Leslie Kendall* is curator of the Petersen Museum.

ERIC VEST

Former SAH director *Eric Vest* has recently accepted a position with Toyota Motor Manufacturing North America, Inc. He is a cost planning specialist, performing target costing on new products at the firm's North American headquarters in Erlanger, Kentucky.

Eric was previously with Honda of America Manufacturing, Inc., in Marysville, Ohio.

D. RANDY RIGGS

SAH member *D. Randy Riggs* has been named Editor-in-Chief of *Sports Car International* and *Vintage Motorsport* magazines. Riggs is an award-winning photojournalist--the former Senior Editor of *Cycle World* and former Editor-in-Chief of *Vette* magazine. Riggs' articles and photography have appeared in hundreds of publications and in 1995 he authored *Flat Out Racing--An Insiders Look at the World of Stock Cars*, published by Friedman/Fairfax Metrobooks.

Riggs has relocated from New Jersey to Marin County in California and can be reached at Ross Periodicals, 42 Digital Drive, #5, Novato, CA 94949. His phone number at Ross is (415)383-0580.

SAM FIORANI

SAH Journal editor *Sam Fiorani* has moved from his position with Chilton Book Company to the position of Associate Editor of *Commercial Carrier Journal*.

Having worked writing repair manuals for the past five years, Sam decided that it was time to move onwards and upwards. The eighty-six year old magazine was the perfect destination. Because *CCJ* and the Chilton Book Company are located in the same building, no relocation was needed, but his new office phone number is (610)964-4509.

TRUCK BUILDERS OF POLAND

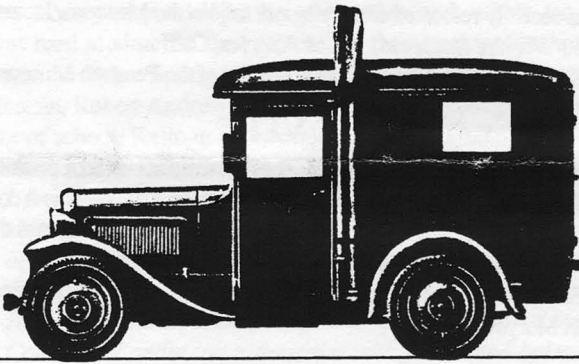
1928-1939

by Albert Mroz

The Polish motor vehicle industry got its start after World War I when the nation once again regained its independence. Numerous makes of trucks and commercial vehicles were produced both before and after World War II, but all of the names are unfamiliar in the West due to the fact that these vehicles were not exported beyond the "iron curtain" or some parts of Asia.

Ursus was the first marque of trucks manufactured in Poland. The Ursus machine shops were originally established in 1892 where a variety of metal fittings as well as stationary engines were built and shipped to Empire Russia.

After the Great War, the 2-ton Ursus Model A was a close copy of the Italian SPA 25/C trucks. All components with the exception of the wiring harness and roller bearings were built near Warsaw in Czechowice starting in 1928 after the military had undertaken tests and allotted financing for such a project. Bearings were still imported, and the trucks' suspensions were reinforced for the terrain and poor road conditions of the time.



1936 Polish Fiat 508 Radio Truck

Heavier trucks were also built under the name Ursus, and these were copies of the French Berliet CBA trucks. However, lacking the more modern technology of floating axles, shaft drive and pneumatic tires, these were quickly discontinued. Ursus also built farm tractors based on the International Harvester Titan design.

The Ursus Model A truck used a 35hp four-cylinder engine and a 4-speed transmission. The engine was upgraded to 40hp in the second year of production, and a 25-seat bus chassis was also produced as the Ursus Model AW. The small factory produced 884 Model A and Model AW trucks and light buses between 1928 and 1931 when manufacturing was stopped.

At the same time as the Ursus factory went into production, another even smaller firm began manufacturing motor vehicles in Poland under the name CWS (which in translation stood for Central Auto Works). CWS started as a small machine shop in 1915, and after World War I it too came under Polish military management. During World War I, under the directorship of Tad Tanski, a Paris School of

Electrotechnics graduate, CWS built sixteen armored cars based on the Ford Model T. These were used to fight off the Bolsheviks during the attack on Poland in 1919 when the Soviet aggressors were beaten and a treaty was signed in 1920.

After the war, Tanski designed the CWS T1 automobile along with its aluminum block overhead-valve four-cylinder 3000cc engine, which was tested in 1923. An unusual design feature of the car was that it used only the M8 and M10 screw size (with the exception of the M18 spark plugs) for ease of servicing when tools and garages were a scarcity. Between 1928 and 1931, some 800 CWS cars and light trucks were produced. These included half-ton pickups, ambulances and panel trucks which were all built on the 134.6-inch chassis shared with the convertible and sedan passenger cars.

CWS was a state-controlled enterprise almost from the outset, and by 1928 it was organized under the name PZInz, which was an army branch specializing in telecommunication, transport and repair facilities. Due to the world monetary crisis, which hit Europe as hard or harder than it did the U.S., the Ursus factory went bankrupt and in 1931 was taken over by PZInz. Telecommunication services were moved to another military branch and PZInz took over motor vehicles and transport equipment under the management of Colonel Meyer.

By 1931, PZInz had the Ursus factory under its control as well as the CWS machine shops, an iron foundry and even a shipyard in Modlin. However, the SPA and Berliet designs had been abandoned, and PZInz turned to the Swiss company of Saurer for newer technology. Hipolit Saurer of Saurer Arbon had agreed to sell a license to PZInz in 1930. Together with financial backing, PZInz began building large Saurer BLD diesel engines. These were produced from 1934 until the German invasion in 1939. Most of the engines were used in 7-TP tanks, which were the first in the world to be powered by water-cooled diesel engines.

The large Saurer engines were unsuitable for light trucks, and in 1931 a licensing agreement was established with Fiat to produce both commercial and passenger vehicles. The small CKD Fiat passenger car began to be assembled in Poland in 1934, and in March of 1935, Fiat 621 light trucks rolled off the assembly line in Warsaw. In 1936, the Fiat 508 began production and in 1938 the Fiat 618 light truck appeared; all in Poland under an unusual dealer network arrangement controlled by Italian Fiat, even though by this time all components except roller bearings were manufactured in or near Warsaw.

In the meantime, the Ursus factory under PZInz was expanded for production of TKS light tanks, 7-TP tanks, TKS artillery tractors and motorcycles. The Fiat factory was also enlarged for the production of Saurer buses, Hawk motorcycles, artillery tractor bodies and tank bodies. By 1936, the Fiat factory in Warsaw was producing 4,500 cars and trucks per year per shift. However, this level of production was still insufficient for real profitability, and that year the government opened the market for new licensee agreements with foreign investors.

The first such concessionaire was the firm of Mechanical Works Lilpop, Rau and Loewenstein in Warsaw. MW LRL had been established in 1820 for the production of railway cars and machinery, but by the mid-1930s business was slow.

MW LRL purchased a license from General Motors to build Buick Models 41 and 90 passenger cars, as well as Chevrolet truck models 112, 122, 131, 155 (COE) and 157 and the bus chassis model 183. The Polish State Railways had recently canceled orders so there was plenty of space and manpower. Assembly of these vehicles began in 1937, and aside from batteries and upholstery, all components were imported to Poland with technical assistance from GMC Copenhagen and GMC Opel in Russelsheim.

The next concessionaire was the Community of Mining and Metallurgical Interests Joint Stock Company, and in 1938 this state-controlled enterprise bought a licensing agreement from the Reichsverband der Deutschen Automobilindustrie. DKW passenger cars and Henschel trucks were to be assembled in Polish factories, and as a pilot run, about 100 Mercedes-Benz 170V, BMW 328 and Steyr 55 were assembled in Southern Poland.

Another license was obtained by FABLOK, the First Locomotive Factory in Poland, to build Renault passenger cars and trucks. This manufacturing facility was located in Southern Poland, then considered the safest location for armament production. The design of the PZInz 703 conventional and 713 COE trucks was being finalized by 1935 since the original agreement with Fiat and Saurer was for a ten-year licensee agreement; therefore, the engineers at PZInz had only so much time to come up with their own specs and drawings. The PZInz factory complex was spread thin due to a diverse approach to transportation and military development, which included aircraft motors, tanks, half-tracks, motorcycles and other wheeled and tracked vehicles.

After much experimentation and testing, the military settled on the Model 703 and 713 trucks, and their respective 4x4 Models 342 and 343 versions. The PZInz Model 713 shared its chassis with the Model 723 bus. Production was set at 12,000 units per year and the state pumped \$2.5 million (13 million zlotys) into the effort. The designs were no longer those of Fiat, and by 1940 an all new vehicle design was to be introduced. The sudden German invasion of 1939 and destruction of factories ended those aspirations, but it has been documented that, by that time, 100 PZInz Model 703 trucks were built along with 13,700 Fiat Model 621 light trucks.

Although the mass destruction that took place during World War II in Poland resulted, among other things, in few pre-war vehicles left extant, old vehicles are still known to turn up in barns, warehouses and storage sheds. The Technical Museum at the Palace of Culture has only a few vehicles and motorcycles, but another section of the museum, located nearby on Zelazna Street, also in Warsaw, is a fascinating tour into the past of what little has remained.

This second location is at the Gerlach factory, founded originally back in 1816 by R. Migdalski and taken over by brothers Emil and Gustav Gerlach in 1852. The firm was one of the largest producers of silverware, cutlery, adorned silver trays, spun silver vases and containers and numerous other metal components and fittings up to World War II. Some vehicle production also took place there just before the war, and during the Warsaw Uprising, most of the factory was

destroyed. What remains, including the foundry and several small buildings, is an authentic immersion into history that has miraculously remained intact even in a city that was ninety percent destroyed in a country that lost six million people by 1945.

The 180-year history of the factory is elegantly presented in an upstairs room, and the motorcycle collection is not to be missed. This is also where the original (and only) 1947 Star Model 20 truck is being restored and can be seen by the persevering visitor. The Star Model 20 was the basis for several post-war truck models, and Star builds heavy trucks in Poland to date.

Another museum near Warsaw is the Mikiciuk Museum in Otrembusy, a suburb of the capital. The collection there ranges from World War II Studebaker and GMC trucks to a prototype Adler Primus recently found in a mountain shed. The rare vehicle had been left with a Gural highlander by the mayor of Zakopane at the end of the war and was only recently rediscovered. There is a bulletproof Zis used by Stalin and an extremely rare 1930 vintage car called Praga-Oswiecim built in the Polish town of Oswiecim (meaning blessed) which has been better known by the German name of Auschwitz.



1938 PZInz 703 4-ton Truck

Eastern Europe and the U.S.S.R. produced many cars and trucks that have never been seen or heard of here in the U.S., and now that the borders are open, the automotive historian and curiosity seeker has a large field of opportunity in places such as Poland, the Czech Republic and Russia to see, research or purchase vehicles that could honestly be called exotic in America.

Compared to Western Europe, it is still relatively inexpensive to travel in places once considered "behind the iron curtain." The advantageous exchange rate is quickly approaching equilibrium with the West, and as free enterprise moves in, wages and prices are going up. The fact that General Motors, FSO, Volvo and Daewoo have recently invested well over one billion dollars in Poland alone, where industry has been nurtured and expanded for five decades, should be no surprise to those who understand the free market economy and know a good field of opportunity when they see one.

STUDEBAKER AVANTI HISTORY

THE BIRTH OF AVANTI

EDITORS NOTE: The following, reprinted by permission, appears on the website for AVX Cars, builder of the self-described continuation of the Avanti.

Sherwood Egbert was named president of Studebaker in February 1961. Egbert had taken the job because he relished a challenge...he certainly had one. Studebaker was in deep financial trouble. As a first step Egbert believed a dramatic new car could bolster Studebaker's sagging image and falling sales.

Egbert had been giving serious thought to a radical new car since late in 1960 during his initial discussions with Studebaker about the president's job. On March 9th 1961 he contacted Raymond Loewy—whose relationship with Studebaker had ended when Jim Nance failed to renew Loewy's contract in 1956—and asked him to return to South Bend. Loewy reported his impressions of that first meeting with Egbert. He handed me a bunch of clippings about cars which he'd been carrying around, and asked me if I could do the design in two weeks... I did not know the man, but I read him through the sketches he handed me. I knew then that Egbert had a natural flair for design. I knew I was working for a man whom I could respect for his good taste.

Loewy responded in the affirmative, and, within ten days, was hard at work on the project with three assistants at a rented house in Palm Springs California. These assistants were John Ebstein, Robert Andrews and Tom Kellogg, a young designer just out of school. Kellogg later recalled his first session with Loewy at the house in Palm Springs with these comments:

I first went out to Palm Springs on Saturday. Loewy had a sketch which was the first thing I saw of the car. There were certain things which were "musts," such as the coke bottle shape. He didn't want a grille like an ordinary car. He thought [it should have] something like the then-new Lincoln Continental grille, or a flat front with perforated holes. He didn't like the grilles or front ends to look over-worked. He wanted something simple to work with the knife-edge fenders on either side...I felt he always wanted a look of thrust.

Tom Kellogg did most of the body styling—starting with Loewy's sketches, then refining, reshaping, and simplifying the Avanti exterior. Working around the clock, the four men produced a finished one-eighth scale clay model within two weeks. Three weeks after his initial meeting with Loewy, on April 2nd, Egbert was out in Palm Springs viewing the final one eighth scale clay, and the final drawings. Egbert suggested a few minor changes, toasted the new car with a soft drink, and said "let's go!"

As the Avanti one-eighth scale clay model was blown up to full size, numerous changes were made. Practically everyone, it seems, had a suggestion or two. On one occasion, Egbert attempted to negotiate the seating buck and gave his head a bump on the windshield pillar. Angered he ordered the windshield to be made more vertical.

The full size clay was completed by April 27th. This was barely forty days since Loewy and his group had begun work on the project in Palm Springs! Such speed was almost unknown in the industry, and it created an atmosphere of tremendous excitement among all those involved. It seemed as if Egbert and his car were pulling Studebaker out of its fatal dive by sheer enthusiasm.

On the same day Egbert showed the Avanti clay to the board of directors. The clay model received a "Standing ovation" from the normally staid group. Later, Loewy explained the car's design philosophy in these words.

After Egbert had expressed his concept and given me the go-ahead signal, I briefed my design team to make certain that everyone visualized the definite design target we had in mind. We had no time to experiment. First, we looked for purity. We down staged psycho fins. We looked for something taut and lean, not frail, but with a wedgy look. Avanti's front is avid; its rear is sudden!

So, as Egbert had hoped, the members of the board were won over sufficiently to give their blessing for actual production. Although they weren't automobile men, they were greatly impressed by both the quality of the design proposal and Egbert's utter confidence that the car was the answer to Studebaker's automotive problems.

FINAL DEVELOPMENT BEGINS

With the project officially on, work was undertaken to convert the clay mock-up into reality. The production people began making molds from the mock-up to send off to Molded Fiberglass Products Company of Ashtabula Ohio. Molded Fiberglass had been forming fiberglass panels for the Corvette for many years, and was the only company with any broad experience in automotive fiberglass applications.

Egbert and Loewy were very concerned about the details of the interior design. Kellogg's initial sketches had sported aircraft-type overhead controls and full instrumentation. Egbert, who was big on aviation himself, insisted upon an aircraft level designed-in safety throughout the car.



1997 AVX Coupe

ANNOUNCEMENT ...AND PROBLEMS

By early 1962, the first prototype was ready to be assembled. As the New York International Automobile Show drew nearer, the work in South Bend became more and more feverish while final details were added to two prototypes. One was sent to New York just in time for the April 21st deadline. It was kept under wraps until the 26th when it was unveiled. On the same day the second prototype was unveiled at both a shareholders meeting and at a press preview in South Bend.

An airlift operation flew an Avanti prototype to 24 cities in 16 days as a dramatic way of introducing Studebaker dealers to the new car. A sign over the car in South Bend carried the slogan, "a new star is born."

Initial public response to the Avanti was all Egbert had hoped for. Orders poured in from around the country at phenomenal levels, while dealers begged for cars. The Avanti was the hit of every auto show it attended.

DIFFICULTIES MOUNTED

It looked like Studebaker might be saved. Unfortunately, it was not to be. Production problems plagued the Avanti. The initial production target had been 1,000 units per month, but actual production did not even reach half that figure until January, 1963. A strike at Molded Fiberglass in the later months of 1962 threw another wrench into the works. Studebaker finally tried building the fiberglass bodies in South Bend, when problems in Ashtabula continued unabated, but without much success. Orders placed after the first enthusiastic showings were canceled by more and more buyers.

THE END OF THE LINE

Overall sales had started to fall in the summer of 1962 after the first excitement over the Avanti had begun to wear off, and nothing Egbert or his people could do as 1963 wore on seemed to be able to reverse the tide. The non-automotive divisions continued to grow and produce solid profits, but the ailing automotive operations gobbled them all up—and more besides. Automobile production in 1963 was barely half what was considered a reasonable break-even point and sinking fast. In October, 1963 with an 86-day supply of unsold cars at the factory and in dealer hands, the production lines were stopped. Some production, including the Lark, would continue on in Canada for the time being, but the Avanti and the Hawk were dead.

AVANTI HISTORY 1965-1991

In 1965 the Avanti Motor Corporation started producing the Avanti II in South Bend, Indiana—Studebaker's old home town. The new Avanti was not a replica but was actually a continuation of the original Studebaker model.

Nathan Altman and Leo Newman, the gentlemen who formed the Avanti Motor Corporation, purchased from Studebaker a building and all the fixtures needed to produce the Avanti. Since Studebaker had stopped building engines, the Avanti Motor Corporation decided to use Corvette engines, but the frame, suspension, and fiberglass body panels were essentially the same as used on the Studebaker Avanti. The Avanti Motor Corporation was sold to Stephen Blake in October 1982. Blake made many engineering changes. In 1983 he dropped the "II" from the car's name and in 1985 introduced an Avanti convertible.

In April 1986, Avanti Motor Corporation was sold to Mike Kelly, who renamed the company The New Avanti Motor Corporation. For the 1987 model year, Kelly introduced a long wheel base coupe and started using GM chassis.

After moving production to Youngstown, Ohio, Kelly sold his remaining interest in the company to John J. Cafaro the following year. Cafaro renamed the company again, calling it the Avanti Automotive Corporation. The long wheelbase coupe was discontinued, but the regular coupe, the convertible and a new four-door Touring Sedan were built off and on until production ended in 1991.

MORE ON THE MOHS

by Sam Fiorani

A few issues ago, *Kit Foster* contributed his autographed copy of a brochure for the Mohs Ostentatienne Opera Sedan (circa 1967). This ad, featured on the back page of *SAH Journal* No. 166, revived my interest in this "brand" of automobile.

In the March issue of *Hemmings Motor News*, Mike Maloney, ran the following ad:

MOHS: 1975 Safari car convertible, one of three built, 8,000 actual miles, 392 V8, air, steering, brakes, sleeps 4, featured several magazines, great promotional car, \$15,000 obo or interesting trade. Mike, 813-584-8835, Largo, FL.



1975(?) Mohs Safari Kar owned by Mike Maloney

Mr. Maloney sent a couple of photographs to me showing his car. This very interesting naugahyde-covered convertible is one of the most misunderstood automobiles ever built. As the ad states, only three of these convertibles were produced (probably in 1972). Add this to the single Ostentatienne Opera Sedan, circa 1968, and the total production run of Mohs automobiles (of the four-wheeled variety, perhaps we'll cover the others in a later *Journal*) comes to four.

Take this story back to Wisconsin. Most accounts call Bruce Baldwin Mohs' first car the Opera Sedan. This gaudy car was built by Mohs himself to be a safety car. Cantilevered seats were designed to shift the force of an impact downward instead of forward. No doors on the side allowed Mohs to design good rails to protect from side impacts. On top of it all, from the driver's seat Mohs designed in a 270-degree "unobstructed" view.

After advertising the "production" of the Opera Sedan, Mohs failed to have enough takers line-up for the \$25,000 cars to facilitate producing more than just one prototype. According to *Motor Trend* in August 1976, there were no orders for the cars after the 1968 completion of the first prototype. But this didn't dampen Mr. Mohs' ambitions.

In 1972, Mohs built three convertibles. These were the aforementioned Safari Kars. Going back to the '76 *MT* issue, the first two Safari Kars were sold for \$14,500 each to a doctor in Ohio and a doctor in Arizona. The third car, "for tax reasons," was sold by the Mohs Seaplane Corporation to Mr.

Mohs, himself. This leads to another misunderstanding about the Mohs cars.

I was discussing, with one of the SAH board members in April, my intention to write this article. The board member told of conversation with Mr. Mohs, the builder of the Mohs automobiles and the founder of the Mohs Seaplane Company of Madison, Wisconsin. Mr. Mohs claimed to have possession of all four of his automobiles.

Dispelling that myth, I showed the board member the photographs of Mr. Maloney's Mohs and, a few years ago, the *DuPont Registry* advertised another Safari Kar for sale (this one was claimed to be from the Imperial Collection in Las Vegas).

Mr. Mohs' creation has not gone completely unnoticed. His four cars led to the listings in the *Standard Catalog of American Cars* (1946-1975 and 1976-1986 editions) which were mentioned in my editorial in *Journal No. 166*. They also landed a not-so-prestigious listing in *Lemons: The World's Worst Cars*, where I first read about these cars.

If this story intrigues you like it did me, search out Mr. Mohs' "auto-autobiography" *The Amazing Mr. Mohs*. It is a rather rare book, but an interesting look at a very interesting man and his very interesting projects.



PHIL HILL: YANKEE CHAMPION, by William F. Nolan. 280 pages, 114 photos. Hardbound, 6 x 9 inches, ISBN 1-888978-10-4. Published by Brown Fox Books, P.O. Box 5000, Carpenteria, CA 93014-5000, (800)450-7949. Price: \$39.50, plus \$4.50 shipping and handling.

Ofttimes, the search for out-of-print books is a lonely and disappointing journey...well, this excellent revised and expanded biographical edition of *Phil Hill: Yankee Champion* is indeed a rewarding find. Completely redesigned and freshly reillustrated, the book includes a newly written final chapter summing up Hill's exciting life and career after his Championship win with Ferrari.

Yankee Champion is a remarkable account of Phil's career and delivers the reader a candid look at his car related development from adolescence to the pinnacle of one of the finest racing drivers in the world of motor sports. Phil's early attraction for oval track racing and the progression to the difficult world of Grand Prix competition treats the reader to an unusual and fascinating story.

One day in 1939 while he and his aunt were strolling along Figueroa Street in Los Angeles, passing the new and

used car lots and showrooms, a particular Ford caught his eye and as he recalls, "I had to have a close look because right away I could see that this car was in absolutely amazing condition. I hopped up on the running board to see the odometer and it read just over 8000 miles." Thanks to the generosity of his loving aunt, at age twelve he acquired a Model T for the grand sum of \$40.00.

Early that evening, the car was delivered by the salesman and Phil's father disapprovingly cautioned young Phil not to operate the Ford on public streets. The ever-thinking Hill had fully anticipated his father's restrictions and quickly agreed. His plan to operate the vehicle included the grandson of publisher William Randolph Hearst.

Phil and young George Hearst attended a military academy, and Hearst told him about the private roads and the quarter mile dirt horse track they had on the family estate in Santa Monica canyon. Access to this property enabled Phil and George to spend hours on end learning how to handle their cars at speed while staging two car races around the dirt oval and on the private roads within the grounds.

Later, George Hearst provided Hill with information that Rudy Sumpter, mechanic for the Marvin Edwards-owned Hollywood Spring Offy powered midget driven by Gib Lilly needed a helper. Phil sought out Sumpter and was immediately hired. This job gave Phil reason to quit school at USC and in June of 1947, he left school and joined the team full-time. Phil purchased a new MG TC from International Motors and a short time later quit his day job as mechanic for a local Packard agency to work for International. That job continued for some seven years and helped launch his driving career in organized sports car racing events.

This entertaining book continues with Phil's career in racing sports cars, his debut driving a Grand Prix racing car and a 'you are there' recounting of his endless pursuit of victory and the World Championship. Race the challenging international circuit from your easy chair with Phil as your driver and you will feel compelled to turn page after page until finishing this true account of a great driver demonstrating his courage and superb skill. And then, focus and revel in reviewing the 114 outstanding photos and captions, many of which have not been previously published. Order your personal copy now and enjoy!

- Jack L. Martin

THE AUTOMOBILE IN SOUTH AMERICA: The Origins, Argentina, Brazil, Paraguay, Uruguay, by Alvaro Casal Tatlock. 1996. 112 pages, 110 black and white photographs. Softbound, text in English, 8 3/4 x 8 1/2 in.. Published by Ediciones de la Banda oriental SPL under the auspices of General Motors Uruguay S.A. Available from Alvaro Casal Tatlock, 26 de Marzo 1217 A. 502, Montevideo, Uruguay. Price \$24 postpaid.

The Good Book says, "there is no new thing under the sun," but a history of motoring in four countries of South America must surely be the closest thing to it. Alvaro Casal Tatlock's book covers a 100-year period beginning in 1871 with a home-grown Brazilian steam car. He starts with the modest disclaimer that "this does not pretend to be a definitive work

but rather an introduction or perhaps a point of departure for further investigation of what could be described as fascinating unmapped territory." What he means is that very little has been written about the subject and not many documents, historical data and photographs have survived.

The stories are familiar ones but transported to exotic settings. Like Europe and North America, there were the trailblazers. The first chapter contains two accounts of adventurous pioneers who set out to conquer nature with their machines, in this case the Andes and the Mato Grosso. The vehicles were a 1905 Oldsmobile and a 1926 Renault 6-wheeler respectively.

Then there were the races. "Sporting activities" comprise a good bit of the text, notably the rallies and "gran premios" in Uruguay and Argentina from the '20s through the '40s. Included are photos of such oddities as competition-bodied Hudson Super Six, Hupmobile, and Reo Flying Cloud cars. My own favorite is that of a 1937 Ford "equipped with a producer gas plant" lumbering towards an unseen finish line, the caption noting that "Petrol shortages during the Second World War made racing difficult but not impossible." Lamentably lacking is a photo of the Uruguayan race in 1923 in which the drivers were blindfolded and guided by their passengers.

Of course there were the local manufacturers, and, to use today's term, the transplants such as GM and Ford. It's best to read this with a copy of *Georgano's* encyclopedia by your side. Marques like Justicialista, Zunder, DiTella, and Brasinca, are not exactly household words, while Grumett, Indio, and Rago are so obscure that they've escaped even *Georgano's* notice. Since Nick *Georgano* wrote the foreword to Sr. Casal's book, we can look forward to new entries in his next edition.

Sr. Casal concludes with a brief discussion of the political and economic factors helping or hindering automobilism in the four countries studied.

Alvaro Casal Tatlock is a journalist well known in Montevideo as the founder and curator of the automotive museum located in the Automovil Club del Uruguay. He is a long-time member of SAH. The book is neatly laid out, with the left hand pages in Spanish and the right hand ones in English, rather than the usual bilingual style of side-by-side columns. The criticisms are minor. There is no index, and what is referred to as an "index" is actually the table of contents, quirkily located on the very last page. The quality of some of the older photographs leaves the reader a bit frustrated because these are pictures never seen before and not elsewhere available. Nevertheless, at \$24 postpaid, the book's a comparative bargain and a must for those of you who treasure the hidden corners of automotive history.

- Taylor Vinson

DATSUN Z SERIES: The Complete Story, by David G. Styles. 1996. 192 pages plus 8 color plates, 200+ photos. Hardbound, 196 x 253mm, ISBN 1-86126-001-6. Published by Crowood Press, Ltd., Ramsbury, Marlborough, Wiltshire, England SN8 2HR. Price: £19.95.

Few people outside of Japan considered the Japanese to be a threat in the automotive field in the 1960s. Here in the 1990s,

few conversations having to do with automobiles can go on without mentioning a Japanese car or manufacturer. One line of cars helped change that image.

Thirty years ago, Toyota was building the 2000GT and Nissan was building a car called the SP310. These sports cars are collectible today, but only a few were exported from their home country.

When Nissan replaced the SP-series, America and the rest of the world were turned on their collective ears with Japan's new car. The 240Z was a revolution. This revolution was so great that almost thirty years later, Nissan still calls upon the image of the "Z" to sell cars.

And now, David Styles has compiled the history of this outstanding line of cars in one book. From Nissan's earliest attempts at sports cars in the 1950s through the creation of the 240Z, Styles gives illustrations of the cars that inspired the Z and the cars that could have filled that gap in Nissan's lineup.

Inside stories and road tests from around the world fill this intriguing car's biography. Many variations of the Z are pictured including the 260Z, 280Z, 280ZX, up through the early and late 300ZX models.

This book tries to be everything to everyone. The final chapter of the book is entitled "Running and Restoring The Z Series." The nine-page section cannot possibly scratch the surface of either "running" or "restoring" the cars. A few technical illustrations have been reprinted from factory parts and repair manuals. More pictures show various steps of 240Z and 260Z restorations.

Those with an affection for these Nissan/Datsun sports cars should check this book out.

- Sam Fiorani

**WHICH ISSUES OF THE
SAH Journal
ARE YOU MISSING?**

**MISSING ANY ISSUES OF
Automotive History Review
IN YOUR COLLECTION?**

Most back-issues of the Society of Automotive Historians' newsletter, including the *SAH Newsletter* and the *SAH Journal*, and the *Automotive History Review* magazine are available for sale.

For complete availability contact:

**Fred Roe
837 Winter
Holliston, MA 01746**

In addition to the above books that you may want to check out, we've received a few more internet addresses that may be worth a look.

Yann Saunders' "The Cadillac Database" page:

<http://www.car-nection.com>

Jim Hockenull's "Micro & Minicars" page:

<http://www.wsu.edu:8080/~jhock/>

AVX (Avanti recreation) homepage:

<http://AVXcars.com>

American Isuzu Motors, Inc.

<http://www.isuzu.com>

Chevrolet

<http://www.chevrolet.com>

Chrysler Corporation

<http://www.chrysler.com>

Cummins Engine Company

<http://www.cummins.com>

Detroit Diesel Corporation

<http://www.detdiesel.com>

Ford Motor Company

<http://www.ford.com>

Freightliner Corporation

<http://www.freightlinertrucks.com>

General Motors Corporation

<http://www.gm.com>

GMC Truck

<http://www.gmc.com>

Honda Motors

<http://www.honda.com>

Mitsubishi Motors Corporation

<http://www.mitsubishi-motors.co.jp>

Nissan Motors Corporation

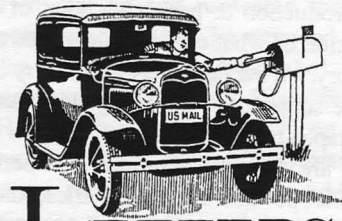
<http://www.nissanmotors.com>

Volvo Truck Corporation

<http://www.truck.volvo.se>

Wabash National Corporation

<http://www.nlci.com/wabash>



LETTERS

Canadians in France

I read, with great interest, your article on the splendid dinner at A.C.F. in Paris.

It was, indeed, a most impressive event for an automobile enthusiast such as myself to mingle within the walls of the very first automobile club in the world founded in 1895 by the Baron de Zuylen de Nyuel, the journalist Paul Mey, and the Count de Dion.

For the benefit of our readers, I would like to add to Mr. Dave Brownell's article that the Canadian table was very proud to have one of their peers, namely, Charles Roy, elected Director of the very prestigious SAH.

As you can well imagine, I was quite disappointed, not to say a little upset, to have the presence of our Canadian delegation (8 out of 32 attendees) completely ignored in the article.

Our group unanimously agreed that the dinner was indeed the *highlight* of the pilgrimage to Rétromobile. **Richard J. Boudrias, Director, Voitures Européennes d' Autrefois, C.P. 212, Succ. B, Montréal, Québec, Canada H3B 3J7**

MELTON'S CARS

In my garage are a couple of early cars which I am curious about. Perhaps some SAH members can help me figure out their previous owners.

My favorite automobile is the 1900 Knox three-wheeler. It first came into my life in 1963 when Norman Becker was displaying it at the York, Pennsylvania, auto show. It took more than twenty years for me to finally become its owner, but it was destined to be. Becker had purchased it from the former AACA president and opera singer James Melton in 1958. Mr. Melton owned it in 1955, but its history before then is a total blank. His daughter remembers tossing out all the files on the cars after her dad's death. We have driven it on two London-to-Brighton runs. There are six surviving three-wheelers and this one is engine number 8. Production was low. How can I find the other previous owners?

In 1980 I was sent by my employer to Reno, Nevada. There I saw the Harrah collection. The vehicle which stole my heart was the gas-powered Orient tricycle built in 1900. Domino's Pizza bought the Orient "sole surviving tricycle" and I bought it when they ran aground financially in the early 1990s. James Melton is as far back as I have been able to trace its ownership. He sold it to Winthrop Rockefeller, who sold it to Harrah's. Who owned the sole surviving Orient tricycle prior to James Melton?

I have had both vehicles at the Hershey show in Class 1. Hopefully they will be there this coming October, along with my 1901 Olds. If anyone knows who owned either the Knox or the Orient prior to James Melton I would really appreciate the information. **Reed Martin, 6432 79th Street, Cabin John, MD 20818 Phone: (301) 229-3482**

WANTED:

AUTOMOBILE LITERATURE

1900-1975

WALTER MILLER

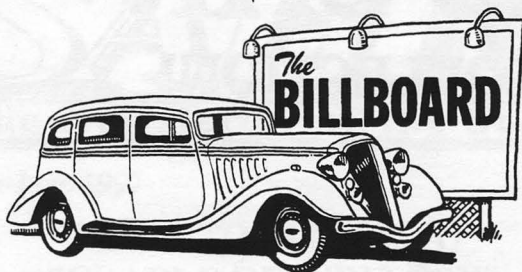
6710 Brooklawn Parkway

Syracuse, NY 13211 U.S.A.

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.



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 Sam Fiorani, P.O. Box 7073, St. Davids, PA 19087-7073 for display ad rates.

POSITION AVAILABLE: The *SAH Journal* is looking for someone to pursue and acquire advertisers for the newsletter. Opening currently available and applications are being taken immediately. Contact the editor or Kit Foster, 1102 Long Cove Road, Gales Ferry, CT 06335-1812. Phone: (860)464-6466. Fax: (860)464-2614.

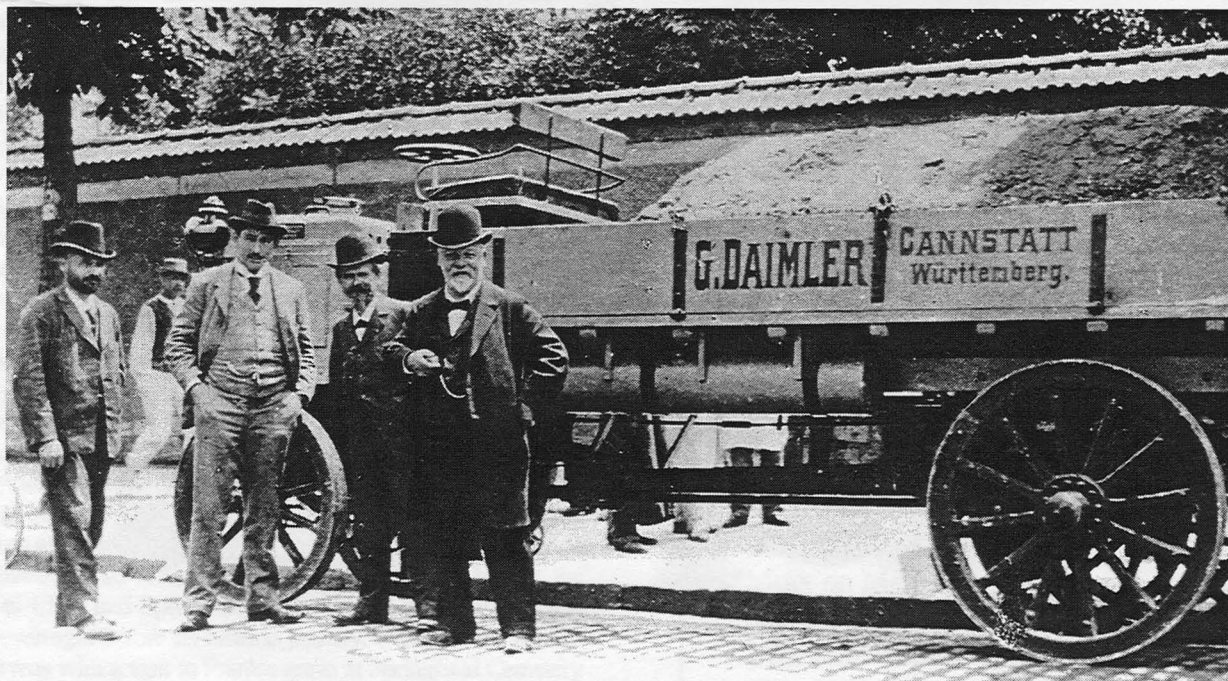
ARTICLES NEEDED: Submissions to the *SAH Journal* would be greatly appreciated from the members of the Society of Automotive Historians. Any automotive short subject will be accepted. *SAH Journal*, P.O. 7073, St. Davids, PA 19087-7073. Phone: (610)275-6866. Fax: (610)277-2505. Email: SAHJournal@AOL.COM.

WANTED: Any information on C.R. Patterson, Fred Patterson, Fred Patterson, Jr. or C.R. Patterson & Sons, manufacturers of horsedrawn carriages, the Patterson-Greenfield automobile (1916-1919), and commercial vehicle bodies (1919-mid-1930s). All vehicles were manufactured in Greenfield, OH. Bob Casey, Henry Ford Museum & Greenfield Village, PO Box 1970, Dearborn, MI 48121. Phone: (313)-271-1620, x652. Fax: (313)-271-9621. Email: BobC@hfmgv.org

WANTED: Xerox copies of any Glidden Tour articles for the 1909 tour (especially results), and the 1906 Herkomer Reliability Trial (Germany) from *MoToR* and/or other contemporary magazines. Bernard J. Weis, 135 Edgerton Street, Rochester, NY 14607-2945.

FOR SALE: Motor vehicle data books (Canadian), includes serial and motor numbers. 1951-52 edition (goes back to 1937), 1955-56 edition (goes back to 1942), 1956-57 edition (goes back to 1942), 1954 supplement (goes back to 1939) at \$35.00ppd. in the USA. Ralph Dunwoodie, 5935 Calico Drive, Sun Valley, NV 89433-6910.

FOR SALE: Austin Healey and British sports car books, magazines, club racing and technical literature. Duplicate CCCA and Packard club magazines. Please send three stamps for descriptive listing. *The Classic Motorist*, P.O. Box 363, Rotterdam Junction, New York 12150-0363.



"The first Daimler trucks were built in 1896. According to an entry from October 1, 1896 in the Delivery Register, the recipient of the first truck was the English firm British Motor Syndicate Ltd. In June, 1898, Gottlieb Daimler (right) and his closest collaborator Wilhelm Maybach (second from right) introduced a 5-ton truck with a two-cylinder Phoenix engine at the automobile exhibition in Paris."

- photograph courtesy of Commerical Carrier Journal magazine



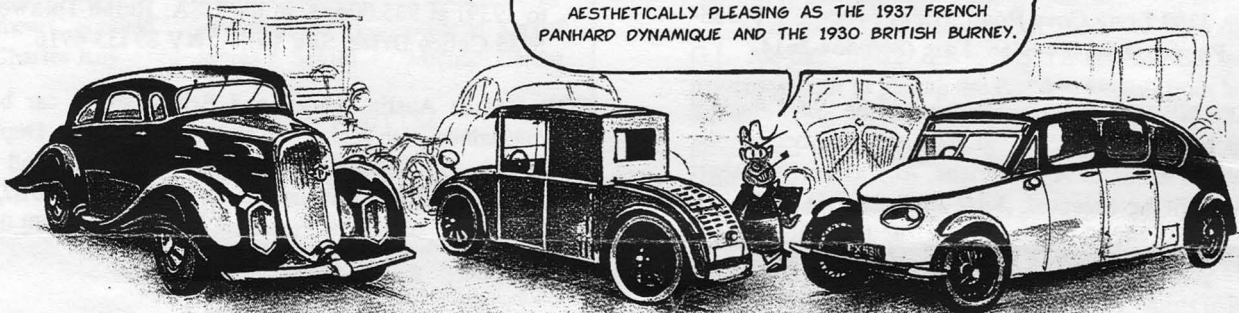
Morris Minor graciously discusses a few cars from his world famous

CLASSIC CAR COLLECTION!

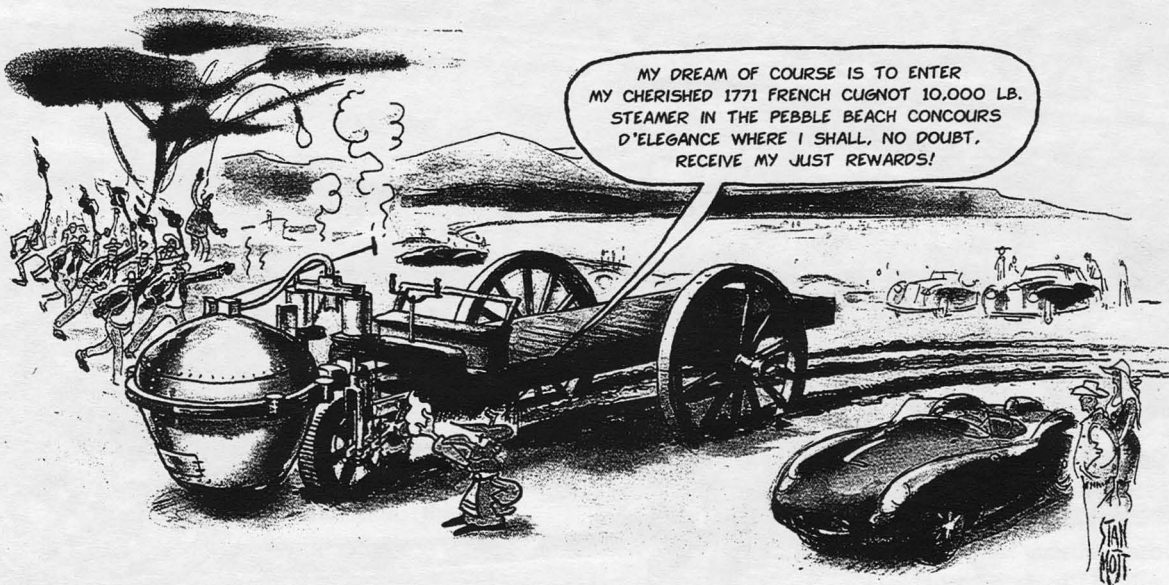
NUMBER ONE, I DON'T JUST COLLECT CLASSIC CARS AND STORE THEM. I DRIVE THEM. FOR EXAMPLE, WHENEVER THERE'S HIGH WINDS AND FREEZING RAIN I ALWAYS TAKE MY 1913 SCRIPPS BOOTH "BI-AUTOGO" OUT FOR A SPIN!



I BOUGHT MY 1925 KOMMISSBROT ("SOLDIER'S BREAD") TO REMIND ME THAT THE GERMANS WERE PERFECTLY CAPABLE OF BUILDING A CAR AS AESTHETICALLY PLEASING AS THE 1937 FRENCH PANHARD DYNAMIQUE AND THE 1930 BRITISH BURNEY.



MY DREAM OF COURSE IS TO ENTER MY CHERISHED 1771 FRENCH CUGNOT 10,000 LB. STEAMER IN THE PEBBLE BEACH CONOURS D'ELEGANCE WHERE I SHALL, NO DOUBT, RECEIVE MY JUST REWARDS!



Mr. Stan Mott has been long known for his automotive cartoons with a historical edge. "Morris Minor" has been the main character for many of the cartoons that have appeared in Road & Track and, more recently, Automobile Magazine. Mr. Mott offered this artwork in the May 1997 issue of Automobile.

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