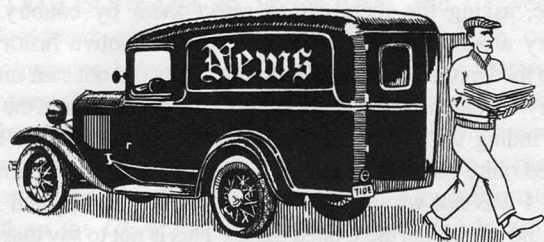


SAH JOURNAL

The Newsletter of the Society of Automotive Historians, Inc.

January-February 2000

Issue Number 184



NEW RACING NEWSLETTER

The Watkins Glen Motor Racing Research Library has introduced a newsletter. Entitled *From the Racing Archives*, this eight-page newsletter covers the happenings surrounding the Watkins Glen library. SAH member *Syd Silverman*, editor and publisher of *Vintage Motorsport* magazine, sits on the executive committee for the library.

Articles in the inaugural issue, dated Fall 1999, cover a number of subjects. From Geoff Bodine's donation of racing

notes to a review of recent visitors, *Racing Archives* does a fine job of promoting the library. Of particular interest to SAH members was a story about the information in the library and how it can be accessed, both in person and via the website (www.racingarchives.org).

Since its opening in June of 1999, the library has acquired a number of interesting pieces. Among the items added are the papers of Fred Gamble, former director of Goodyear Racing and driver at LeMans, Sebring, and the Italian Grand Prix; the Woolf Baranto Trophy and Carl Haas Cups from SCCA; films from Speedvision, the motorsports television network; photographs from the Associated Press' motorsports photo library; and collections of books, photographs, films and art donated by Dale Miller, Gene Dinkel, Brete Hannaway, Bert Roberts, Jürgen Barth, Baird Foster, Jan Hyde, Susann Miller, Ted Marks, Lee Dykstra, and Bob Gillespie.

Some of the projects recently researched in the library were Formula 5000 by Wolfgang Klopfer, Alexandria Bay races by SAH member *Richard Knudson*, international sports car racing by Jan Hettler, women in racing by Suzanne Wise, and information for SVRA by Claire Schueler.

The library seems like a good starting point for anyone doing research on the field of racing. Anyone interested in the library should check out the newsletter either online or in print. For more information, contact the Watkins Glen Motor Racing Research Library, 610 South Decatur Street, Watkins Glen, NY 14891. Phone: (607)535-9044. Fax: (607)535-9039.

from the Racing Archives

Vol. 1 No. 1 WATKINS GLEN MOTOR RACING RESEARCH LIBRARY FALL 1999

Sales of newest book by Michael Keyser will benefit Racing Research Library

Michael Keyser, author and producer of noted book and companion film, "The Speed Merchants," has tuned up his talents to present a behind-the-scenes story of the making of the movie "Le Mans." "A French Kiss with Death - Steve McQueen and the Making of Le Mans: The Man - The Race - The Cars - The Movie" was released in early November, and the Watkins Glen Motor Racing Research Library is standing in the winner's circle alongside this exciting project.

With encouragement from Joe Pendergast of Historic Sportscar Racing Ltd. and Robert Snodgrass of Brumos Racing, also a member of the Racing Library's Council, Keyser and Bentley Automotive Publishers have created a special edition that is being sold to benefit the Library.

"It's perfect, especially for someone like me who's been doing this research," Michael said during a fall visit to the Library. "Now the book is going to benefit other people doing research. It's like a big circle."

The first 100 copies of "A French Kiss with Death" are bound with special first pages carrying the logos of Brumos Racing, HSR and the Library.

See "French Kiss," Page 7



The Bruce McCaw Allard welcomes visitors from its featured location in the Library's atrium. The 1950 Cadillac Allard J2 was the winner of the 1950 Watkins Glen Grand Prix, driven by its original owner, A.E. Goldschmidt. (photo by Andrew S. Hartwell)

Research efforts, requests affirm Library's mission

The Watkins Glen Motor Racing Research Library opened in June, certain in its mission to be the world-class leader in the collection of motorsports materials.

Since the opening, it has become clear that this collection - growing literally every day - will not be gathering much dust.

From uncommon books to rare periodicals, from personal papers to team documents, and from our films to our photographs, writers and researchers are finding the Library's archives to have valuable information they need.

While the Library's collection is open to anyone, making this facility unique in the world, the visits by professional writers and researchers affirm our purpose. And not all visits are in person.

Thanks to our Web site - designed and provided

See Research requests, Page 7

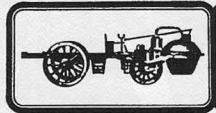
Inside

- Geoffrey Bodine donates race notes..... 3
- Meet the Library Council and Staff 4
- Become a Friend of the Racing Library.. 5
- New acquisitions..... 6

Visit our Web site at www.racingarchives.org

Inside the Journal...

Editorial Comment	2
President's Perspective	3
25 Years Ago at SAH	3
Obituary: Nicky Wright	4
Additional News	4
Fall 1999 SAH Board Meeting	6
"The Automotive Century: Henry Ford" by Sam Fiorani	8
"Volvo's US Car Assembly Plant" by Ed Krampitz, Jr.	10
Book Reviews	
<i>The BIG Guide to Kit & Specialty Cars, Past and Present</i>	12
Letters	13
Classified	14
Upcoming Events	15
It Happened Years Ago	15



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.

SAMUEL V. FIORANI, EDITOR

307 Kingston Drive
Douglassville, Pennsylvania 19518 USA
Email: SAHJournal@AOL.COM

OFFICERS

Leroy D. Cole
President

Michael Berger Richard Scharchburg Christopher Foster
Secretary *Vice President* *Treasurer*

BOARD OF DIRECTORS

<i>Through Oct. 2000</i>	<i>Through Oct. 2001</i>	<i>Through Oct. 2002</i>
James J. Schild	Darwyn H. Lumley	Charles W. Houser
Frederick Roe	Paul Lashbrook	Darvin Kuehl
Sam Fiorani	Joseph S. Freeman	Dale K. Wells

PUBLICATIONS COMMITTEE

Richard Scharchburg, Chair
Christopher G. Foster Samuel V. Fiorani
Patrick Foster Michael Lamm
Taylor Vinson

ADVERTISING MANAGER

Sam Fiorani
307 Kingston Drive
Douglassville, PA 19518 USA
(610)385-6990
(610)277-2505 fax

PAST EDITORS

	Issues	Dates
Richard B. Brigham	1-29	September 1969-(undated) 1973
G. Marshall Naul	30-50	July 1973-December 1976
John Peckham	51-59	Feb 1977-July 1978
Walter Gosden	60-87	Nov 1978-Dec 1983
Richard B. Brigham	88-117	Jan/Feb 1983-Nov/Dec 1988
Kit Foster	118-157	Jan/Feb 1989-July/Aug 1995

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:
Society of Automotive Historians, Inc.
1102 Long Cove Road
Gales Ferry, CT 06335-1812 USA

EDITORIAL COMMENT

20th CENTURY'S MOST SIGNIFICANT

Since 2000 is the REAL last year of the 20th century, the *SAH Journal* will take some time to reflect on the past 100 years. This issue will begin the six-issue series on the most influential people in the past 100 years of the automobile.

Recently, I took a poll of SAH members who have email addresses and asked them to come up with their list of these people, asking the members to select them by country. Each country around the world has its own automotive history and, unlike the United States and Germany, many did not start until this century. I wanted to spread out some of the honor around the globe.

Finding the *MOST* influential person in automotive history seemed quite obvious to me. After the first few emails arrived, I found I was not wrong. Henry Ford is being highlighted in this issue and represents the United States. This is not to say that Henry Leland and Alfred P. Sloan (both with multiple votes in this survey) don't deserve mentioning in this group. It's just that Henry Ford's contribution to putting American (and much of the world) on wheels gave him the edge in the competition.

Over 450 emails were sent out and some 77 were returned. The survey is far from scientific as I allowed each person to contribute as many or as few significant people as they wanted. Here are the results with the votes they received:

1. Henry Ford 49
2. Ferdinand Porsche 31
3. Soichiro Honda 25
4. Sir Alec Issigonis 22
5. Enzo Ferrari 21
6. Andre Citroën 20
7. Karl Benz 16
8. Alfred P. Sloan 15
8. Ettore Bugatti 14
10. Henry Leland 12

One-hundred and fifty-one names were given from ten countries. My initial thoughts agreed with the top-two names in the survey and the top name in the US, UK, and Germany, and France. Big surprises, personally, came from Japan (my choice of Charles Demming ranked 3rd by country and tied for 27th overall), Czechoslovakia (only six votes for Hans Ledwinka), and Italy.

No fewer than 7 stylists and 4 racers made the cut. Henry Ford II got a vote and American importer Max Hoffman received two. Lee Iacocca received four votes and would be in the running for most-significant figure post-war. Even Ralph Nader and Adolf Hitler generated two votes each.

The Australians and Canadian made comments that I had not asked for people from those countries. It was my fault in the way the question was asked. Even with this polling glitch, four Canadians, including three votes for Col. Robert Samuel MacLaughlin, and two Australians made the survey.

I hope this series continues to entertain and educate throughout 2000.

- Sam Fiorani

WELCOME TO THE YEAR 2000!

We made it through all the mine fields to the safety of a new century and millennium. I know about the 2001, the false millennium etc., but the computer date turnover is safely behind us. High-tech historians will someday tell us if there really was "a mine field", but we are here with a new kink in our neck looking back to the century of the automobile. We safely entered the New Year and turned around and went back. After all that is where our historical gold mines are. I have done a quick study of our society and also polled the early members about their "Founding Goals". The goals, for the sake of brevity, can be stated in 4 points. The Society of Automotive Historians is:

1. A Connecting Society—Webster "Society" - A voluntary association of individuals for common ends: an organized group working together or periodically meeting because of common interests, beliefs or profession.

Our Founders chose well the name as it narrows the purpose to it's lowest common denominator. "Society of Automotive Historians". The connecting is thorough a member registry. By being a member one says, "I am interested in Automotive history and this is the area of my greatest interests". This information goes into our Directory (which is worth more in itself than the dues we pay) and goes back to all the members - we are now "connected". How else can you find like minded people in a world of billions? That was the vision of the Founders.

2. We are a Correcting Society—much of the correspondence I received was along this line: "Myth becomes truth when it is printed in three places". The Founders were historians before 1969 but they felt that alone there was not enough time and resources to both discover all the marques and correct the large and small mistakes of information. It would take an organized effort.

3. We are a Commending Society—We recognize and therefore encourage research and excellence in presentation. The hours in the archives and the study are just self fulfilling until they are shared with others. We publicly give out awards but we individually and privately commend and encourage one another to "publish", i.e.: share.

4. We are a Community—Camaraderie might better describe us. We are not to be in competition. We are gentlemen in the sense of fellowship, fair play, and sportsmanship. We can all recall athletes whose goal was to win, not to "defeat" the opponent. "I Won" and "I Beat You" are two different attitudes. Each year I see the Cugnot Award along with the other awards and rejoice with the recipient. I also know that there were many others who were not recognized. Have they labored in vain? Not if their goal was to make their niche of history known clearly and correctly. The whole process of the award decision is one of integrity. By accepting one significant work we do not reject the rest as insignificant. We are not a good ol' boy network. We rather rejoice with those that rejoice. We move forward without leaving our founding principles.

Hoping to connect with many of you in California this March.

- Leroy Cole

WEB SITES vs HARD COPY

I don't know if you've seen the 2000 Ford Division sales literature, but it's really cheap, and not very informative. For example, Ford's hot new car, the Focus, is represented by a sales folder that shows only one good view of the car - a side view of the three-door hatchback. Small, incomplete rear three-quarter views of the sedan and wagon are all that show these body types. And there is just one, incomplete view of the instrument panel.

Now Ford may say that for more complete information, just visit our Web site. OK, that's good for now, if you have access to the Internet. But where will that web site be for those researching the history of the 2000 Ford Focus in, say, 2037 AD?

My fear is that the 2000 Ford Focus web site---and the information contained therein---will be long gone, vanished into the ether (if I may use an early radio term). And if the hard copy literature is incomplete---or not published at all in hard copy form, but only on the internet---automotive history will just vanish!

Is there anyone at the various car-companies dedicated to archiving these web sites? And if so, how will future historians access these archives?"

- Leroy Cole

25 YEARS AGO AT SAH

President Stan Yost opened up Issue No. 38 of the *Newsletter* with a commentary on how memorable the previous year was. "I've had the honor of being the president of the only world-wide automotive history organization in existence," he stated. "To the layman, that may not sound like much. To a person of my interests, it makes me feel very proud that I could do something to help this hobby gain a little in stature."

New officers for 1975 were announced. *Mike Lamm* was selected as president with *Michael Worthington-Williams* standing as vice-president. The new treasurer was *Fred Roe*. New members of the board of directors included *Dave Brownell*, *John Conde*, and *David Lewis*. While these gentlemen had to be mere children at this time, it's great to know that they're still devoting substantial efforts to the Society as we near the end of the century.

On page 5, listed under "Miscellany," was a list of new brand names in the automotive market. The Strada, "a new British make with 1.6 liter Ford engine, midships," and the Hyundai Pony were mentioned. A quarter century on and few have heard of the Strada, but Hyundai is one of the largest producers of automobiles in the world. Oh, how this field changes!

Also listed under the "Miscellany" topic were the production of the Panther brand, broken down by model line.

This ten-page issue was the last type-writer style newsletter as No. 39 gained a whole new look.

- Sam Fiorani

OBITUARY

NICKY WRIGHT

Nicky Wright, prominent automotive photographer and author, died in England, January 17, 2000. His death was unexpected and resulted from complications of pneumonia.

He was born and raised in Hampshire, England, where his love of big U.S. cars alienated him from his Jaguar-obsessed friends. He has published articles and photo features in numerous magazines including *High-Tech Performance*, *Car Collector*, and *Special Interest Autos*, and is the author of twenty-one books on subjects ranging from Auburns to Ferraris to Mustangs to Vipers. When he was not traveling the country photographing cars, he lived, raised a family, and wrote in Marshall, Michigan.

Nicky's father had subscribed to *Automobile Quarterly* which showed "shiny pictures of beautiful American cars" which Nicky devoured, and told his father, "one day, I will have my pictures of beautiful cars in that magazine." His father took him to all nearby car shows and, as Nicky grew older, he never missed a car show, if he could get there.

In about 1975, Nicky went to work for *Knave Magazine* and did "pin-up" photographs. During that time, at a car show, he saw an American car called an Auburn and fell in love with it. He researched its history and for about seventy-five cents in American money, bought a 1934 typewriter at a garage sale, typed out the story of the Auburn and presented it with photographs to the editor of *Knave Magazine*. The editor loved it and asked him to do five more articles like it. Thus began his career as an American automobile photographer and author.

His unique photography shows up in such magazines as (English) *Classic and Sports Cars*, *Autocar*, *Thoroughbred and Classic Car*, *Fast Lane*, and the magazine that instilled in him his love for American cars—*Automobile Quarterly* as well as many others including the French magazine *Nitro*, Australia's *Restored Cars and Wheels*, and America's *Collectible Automobiles*, *Hi Performance Mopar*, *Pontiac Magazine*, *Muscle Cars Magazine*, *Car Collector*, and others too numerous to mention.

Shortly before leaving for England, Nicky transferred his picture library to the National Automobile and Truck Museum of the United States (NATMUS) in Auburn, Indiana, so that thousands of images would be available to persons and companies seeking automobile related images for books, magazines, calendars, etc. He was intending to return to the United States in February to work with NATMUS staff to organize and index the image library so that it would be made available via the internet.

Nicky is survived by his former wife and friend Becky Wright Richardson and five children: Sharon Hodsdon in England, Julian Wright in Canada, and three minor children Ambre, Britanny, and David in Marshall, Michigan.

A memorial service and celebration for the life of Nicky Wright was held at NATMUS, in Indiana, on February 2, 2000.

Memorial contributions for the benefit of Nicky's minor children may be sent to John Martin Smith, President of National Automobile and Truck Museum of the United States, P.O. Box 686, Auburn, Indiana 46706.

ADDITIONAL NEWS

FORD HEADQUARTERS TO GET NEW LOOK

According to *Ward's Automotive Reports*, Ford Motor Company will replace the blue oval logo on their corporate headquarters. The familiar Ford logo, which has adorned the "Glass House" in Dearborn, Michigan, since the mid-1960s, will come down and will be replaced by the new corporate "Ford Motor Company" script logo.

Ward's says that the news of the change leaked out in early December when Ford sent out holiday cards with the new script logo painted onto the headquarters. Ford calls the new script logo a "trust mark" covering all of its seven global brands. The blue oval logo remains as the symbol for the Ford brand products.

According to a Reuter's report, a Ford spokesperson stated that a final decision on the building's logo change had not been made by mid-December.

READY THE GAVEL

On the auction block this time is the automotive division of Daewoo. It seems like only yesterday South Korea's Kia was being sold to Hyundai with bidders from around the world. This time, General Motors and Ford seem interested in South Korea's second largest automaker.

According to one report, Daewoo's \$60 billion debt surpasses Kia's burden by nearly three-fold. Ford and others bid low because of Kia's immense debt. It seems odd that Ford would join in the bidding for Daewoo.

General Motors and Daewoo have had ties in the past. GM owned a portion of Daewoo in the 1980s when the Korean company was building GM designed cars for sale in the US. After the Pontiac LeMans went out of production, GM sold its holdings in the company. Daewoo continues to use GM-designed engines in many of its products. Additionally, the Daewoo Cielo, still produced in Rumania (also built in Poland and Uzbekistan as the Nexia), is very similar to the Opel Kadett-derived car that was sold as the Pontiac LeMans.

Daewoo is the top selling nameplate in a few eastern European countries. The company also purchased Ssangyong (formerly South Korea's fourth largest vehicle manufacturer) giving the company a lineup of sport-utilities.

General Motors and Ford have recently been on buying binges. General Motors purchased the rights to the Hummer name from AM General and 20% of Japan's Fuji Heavy Industries (maker of Subaru) in 1999 in addition to upping their stakes in Isuzu (now 51%) and Suzuki (10%). Ford, after backing out of the Kia auction and selling its stake in that company, purchased Sweden's Volvo car division and the Dutch company Pivco (creator of the tiny electric Think car).

Expect a winner to be announced in the Daewoo bidding by spring, if complications do not surface.

AVANTI TO RETURN, PART IV

The Associated Press reported that the Avanti will live again. Since the company went bankrupt in 1991, only the AVX, the spiritual successor to the car, has kept the Lowey-design alive. Now there's word that the car will return to production in Villa Rica, Georgia.

John Seaton and John Hull joined former sole owner Michael Kelly in ownership of the Avanti Motor Company. They hired Tom Kellogg, formerly of Lowey's design team and designer of the AVX, to update the Avanti. Both Seaton and Hull left executive positions of other companies to follow the dream of reviving the phoenix of car companies.

They expect to employ 150 people and produce 300 cars per year. Seaton plans on test-driving every car as it leaves the assembly line. Production is planned to start by year's end. The price tag is expected to be under \$100,000 for the coupe or convertible.

FIFTH ANNUAL AMELIA ISLAND CONCOURS

The Amelia Island Concours d'Elegance, now in its' fifth year, is held at the Ritz-Carlton, Amelia Island the on the 12th of March. We will have 200 cars by invitation only, ranging from the early 1900's to 1980. This year we will feature the cars of the Mercer Automobile Company, including many rare Raceabouts, the only limousine, a number of Touring cars (about 20 of the 100 that I am told still exist).

We build the show around a racing personality, and World Endurance Champion, Brian Redman who will be honored with a selection of great cars from his past including a Ferrari 312PB, a Guld Porsche 917, a Lola F-500, a Porsche 908/3, and a Chevron B-19.

Chevrolet will be sending an aluminum mid-engined Corvette Prototype never seen in a show before. Built in 1974, it was scheduled to be scrapped but was saved by a dedicated GM employee. A rare Corvette Grand Sport, fresh out of restoration will be there along with a great selection of French Coachwork cars and American Classics.

The cars will be displayed on two fairways of the Summer Beach Golf course adjacent to The Ritz-Carlton. Media should contact Valerie Brown at Community Hospice, 904-596-6216, or Bill Addison at 904-596-6222, or call me at 1-800-874-8608. The judging team is made up of some of the greatest car guys (and ladies) in the world, including *Dave Holls*, Peter Brock, Thos Bryant, Brock Yates, David E. Davis, Jr., and Jean Lindamood Jennings. I encourage all SAH members to come and have fun. In the four years we have had the show (Stirling Moss, Phil Hill, Hurley Haywood, and Carroll Shelby have been our previous honorees), we have raised over \$ 600,000 for the care of terminally ill children and adults. Any SAH'er that comes, come by and introduce yourself.

- Bill Warner

COUNTDOWN TO THIRD HISTORY CONFERENCE, MARCH 8-11, 2000 AT PETERSEN AUTOMOTIVE MUSEUM, LOS ANGELES

The Society's third biennial automotive history conference, "Exploring Automotive Culture: Heritage, Society, Design," will open Wednesday evening, March 8th. Sponsored jointly with the National Association of Automobile Museums, the conference will take place at the Petersen Automotive Museum. A symposium exploring the impact and meaning of the automobile in America, the conference will feature six sessions on historic topics, including regional automotive cultures, motor sports, automotive culture and symbolism, and automotive design. Four workshops directed toward museum operations will also be held. Attendees will have a choice of two area tours, one to motorsports venues and another exploring the remnants of Southern California's automotive culture and culminating with a visit to a seldom-seen private collection.

The National Association of Automobile Museums is an organization for the institutions and people dedicated to the automobile and its history. The Association's mission is to link auto museums, enabling them to foster education, share exhibits, and exchange vital data about collections.

The Petersen Automotive Museum, located at the corner of Wilshire Boulevard and Fairfax Avenue in Los Angeles, is dedicated to the interpretive study of the automobile and its influence on culture and people's lives. Its exhibits showcase the evolution of the automobile and its impact on Southern California.

For registration information and details on accommodations, contact conference chair Kit Foster, 1102 Long Cove Road, Gales Ferry, CT 06335-1812, telephone (860) 464-6466, fax (860)464-2614 email: foster@netbox.com

DUES ARE DUE

It's time for SAH dues. Shortly, you should receive a request from SAH treasurer Kit Foster for dues for the 2000 calendar year. Please fill out this form and return it with your payment. We would truly hate to lose any members due to a misplaced renewal form. If, for some reason, you have not received your membership renewal form within a few weeks of receiving this *Journal*, please send your check (and any address, email, or phone number corrections) to Kit Foster, 1102 Long Cove Road, Gales Ferry, CT 06335-1812.

In its 30 year history, SAH has had more than 2,500 people counted among its membership. These people have ranged from some of the most noted writers in the automotive field to your lowly and humble editor. Each person has something to contribute to the membership. I, personally, have gained a great deal from SAH members and I hope others have gained from me. I hope you will continue your membership with SAH so that we will not miss your future contributions. Please let us know how SAH can improve.

SAH FALL 1999 BOARD MEETING

January-February 2000

The annual meeting of the Society of Automotive Historians was called to order at 6:30pm, October 7, 1999, by President *Sinclair Powell* who then announced that the resignation of *Nicholas Fintzelberg* had been accepted and that *Fred Roe* had been designated as secretary pro tem to record the proceedings of this meeting.

Noted as absent when the roll was called were *Leslie Kendall*, *Nicholas Fintzelberg*, and *Michael Lamm*. Mr. Lamm had designated *Taylor Vinson*, who was present, to be his proxy. Incoming directors were invited to attend and *Charles Houser* was in attendance, *Darvin Kuehl* and *Dale Wells* were unable to attend owing to previous commitments. *Michael Worthington-Williams* from Great Britain was also a guest.

President Powell noted that secretary *Nicholas Fintzelberg* had provided all board members with copies of the minutes of the March meeting and requested that any member who had additions and corrections to be made to those minutes to send them to *Nick Fintzelberg* for inclusion before acceptance of the final version.

Treasurer *Kit Foster* distributed to all copies of the financial reports. He noted an increase in net worth and a good income from the silent auction. He mentioned that owing to the fiscal calendar that the figures for the annual meeting banquet span two years and did not accurately reflect the actual outcome. The figures for the publication of the *SAH Journal* were also incomplete, reflecting costs of four and one-half issues, \$8,757.92, which is just over the budget. An actual outside audit is to be made.

A membership report by *Kit Foster* recorded a total of 844, presumed to be a record. There were 93 new members in 1999 and as usual some attrition to offset part of that number. He said that the UK Chapter had been able to re-sign some 15-18 members by diligent pursuit. The membership report was accepted and followed by some discussion. *Joseph Freeman* asked what was considered an ideal membership goal. *Michael Worthington-Williams* said that the Veteran Motor Car Club of Great Britain had 2,000 members and its target was to double that. The question of interesting younger people to become members was raised and there were some comments regarding

student papers on automotive history subjects instituted by academics to promote interest.

Kit Foster stated that he thought that we had a realistic shot at reaching 1,000 members by the "real millennium," i.e. January 1, 2001. *Sinclair Powell* noted that there had been 18-20 inquiries following publication of an item on SAH on the back page of *Automotive News* and that there was an expanded interest in the Detroit area. He also believes that a goal of thousand members was not unreasonable to expect and that we should make a direct appeal to other clubs. *Kit Foster* said that a web site was needed with an exchange with marque clubs that have their own.

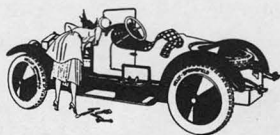
Fred Roe reported for the nominations committee that the slate of officers arranged by the committee had been elected, namely, President *Leroy Cole*, Vice-president *Richard Scharchburg*, Secretary *Michael Berger*, and Treasurer *Kit Foster*. The three directors elected from a panel of five are *Charles Houser*, *Darvin Kuehl*, and *Dale Wells*. The election leaves two board vacancies owing to the elevation of directors to officer positions. The by-laws provide that filling these positions is the responsibility of the new board. The nominating committee's suggestion was that the two non-elected director candidates be considered by the new board to fill the vacancies. *Richard Scharchburg* suggested that immediately following the dinner meeting on October 8, that the new president call a brief board meeting to fill these positions and it was agreed that this was to be done.

Leroy Cole announced that the Brigham Award went to *Harry Crosson* for *Turning Wheels*. The Cugnot Committee of *Jim Wren*, *Richard Scharchburg*, and *David Lewis*, represented by *Richard Scharchburg*, noted that they had received nineteen nominations by the cutoff date of August 19. "The Graham Legacy" by *Michael Keller* was the recipient of the Cugnot, while "The Pacesetter," the untold story of *Carl G. Fisher*, by *Jerry M. Fisher*, received the Award of Distinction. *Richard Scharchburg* discussed the possibility that a leak had occurred in the process of making the Cugnot award decision. *David Lewis* voiced a concern about the costs and problems of shipping books between authors and the committee and between judges and suggested a budget item to cover costs if requested.

The *Karl Benz Award* was to be presented to *Beverly Rae Kimes* for her article in *Automobile Quarterly*, "Austie," and the award of distinction to *Stuart Wells* for "Frank Lloyd Wright and Automobility" in another issue of the same publication. *Benz* committee chair *Don Keefe* was not present to make the award and *Dennis David* substituted for him. The *James Bradley Award* was presented to the *Reynolds-Alberta Museum* and a representative would be at the banquet to accept it. *David Lewis* announced that the Friend of Automotive History would be awarded to *David Brownell*. There would be no recipient of the *Ingersoll Award* was the message received from *Jim Wren*.

Richard Scharchburg reported for the Publications Committee. The question of the relationship of the SAH Press to the Society is to be pursued. A meeting with a representative of the SAE Press is to be arranged and the results reported to the board. *Sam Fiorani* recommended it to

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 board that \$2,500 be made available to Kit Foster to get a website underway and that the budget for this be directed to the president. The possible need for a committee to oversee the website was discussed as was its possible function and whether or not it should be "spun off."

Sam Fiorani reported on the schedule of the *Journal*. The next issue [No. 182] was to arrive before November 1, followed by another [No. 183] scheduled for December 1. A new printer is in place. Joe Freeman suggested that a background page be arranged for publication in the *Journal* listing all previous recipients of all or some of our awards. After a discussion, his motion to print a short history and list of recipients for the Cugnot, Benz, and Friend awards was approved.

Taylor Vinson reported on the schedule for *Automotive History Review*. Issue no. 35 was in progress, no. 36 would be started in the spring, and no. 37 would be devoted to papers from the 2000 history conference.

Pat Foster provided a sheet detailing the operations of the SAH Press and its first book. On an investment of \$7,000, at this time we have received \$4,500 in return and have 500 copies of the book remaining which, when sold over time, should result in a profit. Richard Scharchburg brought up the possibility of having distribution by the SAH and of a review in *AutoWeek*, which has a circulation of 230,000.

Kit Foster reported that there would be a directory in 2000. Last year's silent auction grossed \$9,000 and Leroy Cole reported that this year's was being programmed and a four-week interval between mailing and response was planned.

The March conference is expected to attract an attendance of 100-125 people and tours are being planned. A European dinner was on schedule for February 10, 2000, at the Automobile Club of France. Complementary memberships are to be awarded to the Automobile Club of France and to the Royal Automobile Club of Great Britain at that meeting.

There was a bit of discussion concerning the space and tent at Hershey, as always a continuing problem. The spring board meeting had been set for March 8, 2000, at the Petersen Museum in Los Angeles, preceding the joint NAAM-SAH conference.

Joe Freeman reported on his efforts in recognition and accreditation. He is exploring ways to provide us better and more direct access to original multitudinous material. The plan is to work with the American Historical Association, the National Association of Auto Museums, the American Library Association, and universities.

Sinclair Powell reported on the Student Writing Committee. The meeting consensus is that this is a good idea, with the usual question of funding. A meeting was planned for November with an applicant who is a graduate student. Other potential applicants may come from our website. A possible source of some funding was reported to be the widow of Griffith Borgeson who is understood to be interested in supporting the Society.

Taylor Vinson suggested a possible award for non-English material. Taylor was nominated to coordinate a 1999 award as chairman.

Kit Foster reported that eight people, some non-members, were interested in web page operation. Still trying to get a proper person, the review process was on going. While an interim site has been operating, work on a dedicated website was nearing its final stages.

The new brochure that Mike Lamm proposed at the spring meeting has been produced and was introduced. It received general approval.

The 2000 budget was presented by Sinclair Powell, with discussion of how to fund projected items that will run over income. Richard Scharchburg suggested a modification to utilize carry-over budget items to live within our budget. *Journal* expenses were cited as a source of items that influenced carry-over projections from delays of expenses from one year's issues having to be absorbed in the next year. Mr. Scharchburg's motion was approved.

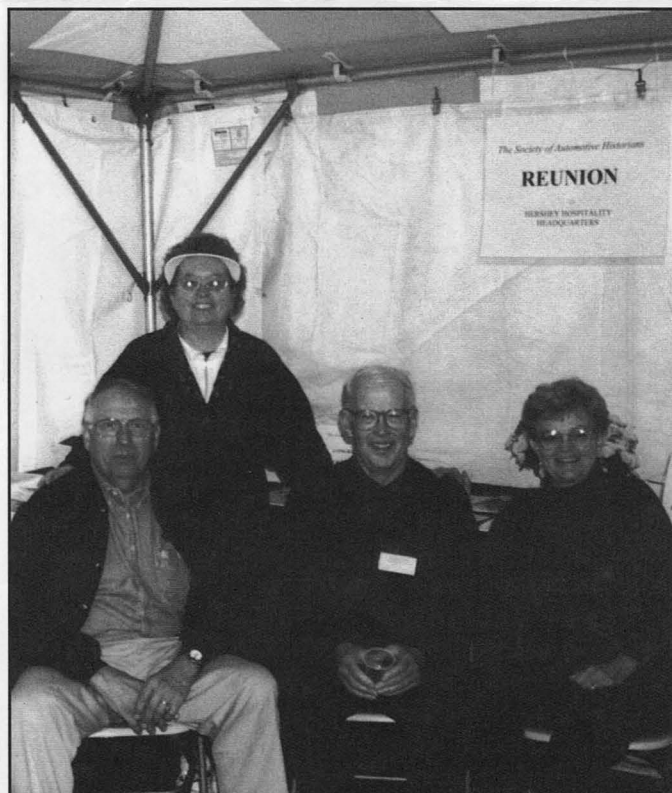
Under new business, there was a suggestion that the name of the organization be changed to include the term "international." The discussion reflected a general thought that the change was unnecessary and cumbersome.

Further discussions were made regarding the possibility of forming an advisory council comprising members in distant locations around the world.

Sam Fiorani brought up the suggestion advanced by Dennis David to have a class of membership for those under the age of eighteen.

The meeting was adjourned around 11pm.

- Fred Roe, acting as recorder in the absence of a secretary



(From left to right) Leroy and Cora Cole with Sinclair and Sue Powell while visiting the SAH Hospitality Tent at Hershey.

- photo courtesy of Leroy Cole

THE AUTOMOTIVE CENTURY: MOST INFLUENTIAL PEOPLE

HENRY FORD

by Sam Fiorani

William Ford emigrated to the United States in 1847 from Ireland. He settled in the Dearborn, Michigan, area where his family had lived since around 1830. This carpenter made little impact on the 19th century and he could not have imagined that his son would be one of the most important people in the 20th century.

Henry Ford, born July 30, 1863, was William and Mary Ford's first child. He was always mechanically inclined and worked at night as a child in his bedroom repairing watches. This interest in things mechanical eventually led to the automotive field.



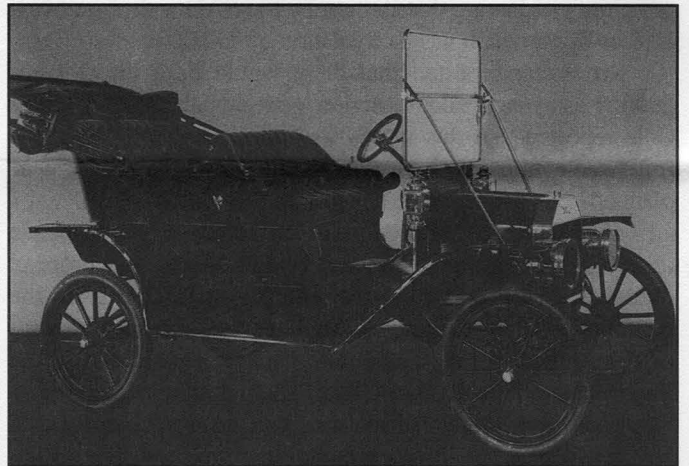
*Henry Ford and his 1896 Quadricycle.
- photo courtesy of Henry Ford Museum/Wieck*

Henry married Clara Bryant in April of 1888. The couple had only one child, Edsel, who was born in November of 1893. The birth of Edsel seemed to have sparked a more concentrated direction into Henry's life.

After a few years of research and tinkering, Henry built his first car, the Quadricycle. This little four-wheeled, gasoline-powered vehicle was capable of doing 20 mph. Steered by a simple tiller, the Quadricycle emerged from Henry's workshop in June of 1896. By 1897, Henry was looking to produce an automobile of his own design.

The Detroit Automobile Company was formed in August of 1899. This was the first automobile manufacturing company to be formed in Detroit and Henry Ford was the company's mechanical superintendent. In January of 1900, the company announced that it would produce a delivery wagon. A few vehicles were produced between January and November, but by year's end, the company had been dissolved.

Henry went on to form the Henry Ford Company in November of 1901. His racing ventures earlier in the year helped Henry get the backing he needed to launch an automobile manufacturer. As the backers of the company disapproved of Henry's projects, Henry Leland was called in to get the shop in order. By March of 1902, Ford had been let go from the company that bore his name. The Henry Ford Company was renamed the Cadillac Automobile Company and Henry Leland placed in command.



*Early Ford Model T.
- photo courtesy of Henry Ford Museum/Wieck*

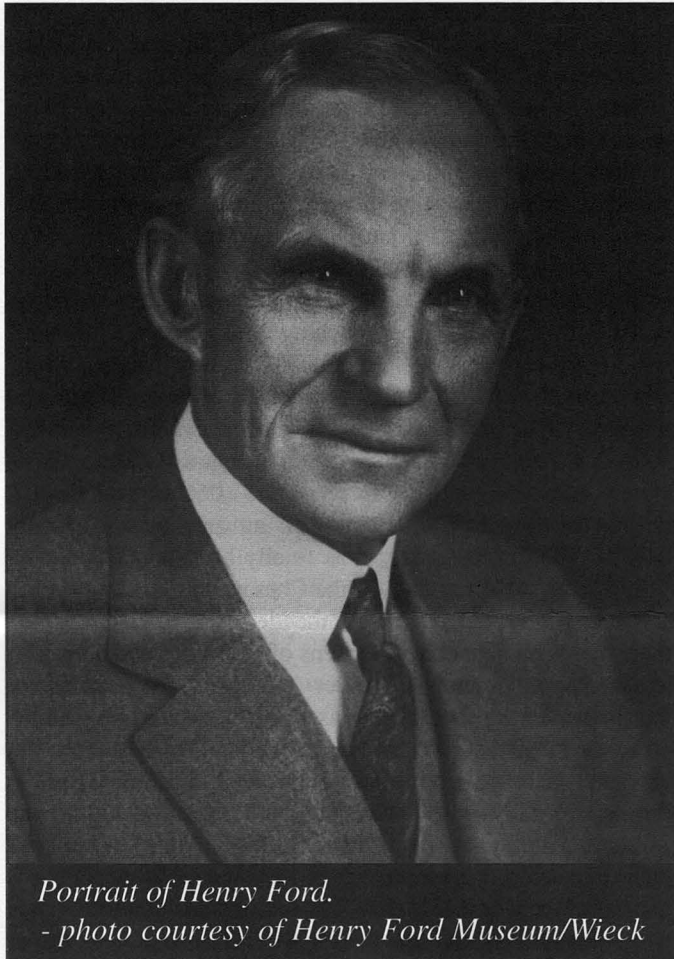
Taking his racing car designs and a severance package, Henry Ford was on his own. Among the storied men behind Ford were C. Harold Wills who joined Ford at this time to design the next racing car.

With the backing of Alex Malcomson, Ford & Malcomson Ltd. was formed to produce automobiles. The product of this new alliance looked similar to the vehicle Cadillac planned to produce since both were designed by Ford. The major difference between the Cadillac and the new car, christened the Model A, was that the Cadillac had a one-cylinder engine and Henry's new car featured a twin-cylinder engine. The Model A was ready for production and the company was renamed the Ford Motor Company.

As with many of the early automobile producers, much of the production of the Model A was farmed out to suppliers (a practice that has come full-circle with modern-day manufacturers producing less and less of the vehicles they

market). These suppliers included John and Horace Dodge who provided the engines, transmissions, and axles for the Model A.

The Ford Motor Company was incorporated in June of 1903. The first Model A was sold to Chicago dentist, Dr. E. Pfennig, in July of 1903 and the car sold well after that point. For the \$850 price of the car, it brought in a return of nearly 17%, or about \$150 per car, in the first year. The company basically paid back its investors in one year.



Portrait of Henry Ford.

- photo courtesy of Henry Ford Museum/Wieck

Models B, C, and F followed the entry-level A in the coming years. With the failure of the luxury Model K, Alex Malcomson was pushed out of the company and Ford gained control of the company.

"I will build a motor car for the great multitude," Henry Ford had been quoted to say. "It will be constructed of the best materials, by the best men to be hired, after the simplest design that modern engineering can devise." And so it was to be.

The Model T arrived in 1908.

The engine design was a culmination of all of Ford's previous engine designs. It featured a separate head and block so that the parts could be manufactured to close tolerances and could be serviced with ease.

In September of 1909, the Association of Licensed Automobile Manufacturers took notice to this success and took Ford to court for patent infringement. The ALAM controlled the 1877 patent of George Baldwin Selden for the automobile. Since 1899, the ALAM, and its earlier incarnation, had enforced

royalty payments for anyone manufacturing an internal combustion automobile in the U.S. Ford refused to pay this charge and was sued. In January of 1911, Selden's patents were found to be legitimate and unfringed upon. All automobile manufacturers could now produce their cars royalty-free.

The popularity of the Model T continued to grow. Ford harnessed the interchangeability of parts, demonstrated earlier by Cadillac, to produce more and more cars. This, along with Henry's version of the moving assembly line, assisted in decreasing the time to produce a car from 12 1/2 hours to an hour and a half.

In January of 1914, Henry Ford began paying his workers no less than \$5 a day. This was an astounding raise of more than 100%. Not only were workers getting more money, but they now had to work 20% less hours in a day. This change allowed Ford's factories to work around the clock on 8-hour shifts instead of the previous two 10-hour shifts per day. Additionally, this new wage kept workers from leaving the company.

All of this prosperity allowed Ford production and sales to skyrocket. At one point, one out of every two cars in the United States was a Model T.



Henry II, Henry Sr. and Edsel Ford.

- photo courtesy of Henry Ford Museum/Wieck

Later, Ford would save the Lincoln Motor Company from bankruptcy and lead it to become Ford's luxury brand. The Model T gave rise to the new Model A, while not nearly as popular as the "Tin Lizzy," it did pave the way for the Ford V8 in the early 1930s.

Henry Ford did not create the American automotive industry. He did, however, push the competition to new levels in a much shorter time-frame. The Model T brought the car to the people. The \$5 a day wage brought the people closer to a car. The moving assembly line eventually spread to all facets of production in the world. The Ford V8 brought a powerful and smooth engine down to the working man.

If it were not for Henry Ford, the American automotive industry would be a much different place. While his personal traits can be debated for their positive or negative aspects, his impact on automotive history is well established and noteworthy.

VOLVO'S US CAR ASSEMBLY PLANT

by Edwin Krampitz, Jr.

Volvo of American Corporation, subsidiary of AB Volvo of Sweden, broke ground amid great fanfare and promise 25 years ago for a plant to assemble cars in Chesapeake, Virginia. None was ever built there, but the forgotten venture has earned a place in automotive history for other reasons. Here's its story.

Because of its success in the United States, Volvo toured potential sites for an American assembly plant in mid-1973, including several others in southeastern Virginia, before settling on one in the rural Greenbriar area some 4 miles (6.3 kilometers) due south of Ford's light truck plant in Norfolk. In that year, the US became Volvo's largest market, larger than even Sweden. Originally part of Greenbriar Farms, a huge nursery, the 502-acre (203 hectare) site was on Greenbriar Parkway on the southern side of Interstate 64 and had rail access. Volvo announced in September 1973 that it would spend \$100 million to build the plant—an estimate soon increased by half. The intent was to begin production in late 1976; by the mid-1970s, the 240 and 260 series 2- and 4-door sedans and wagons were the cars sold in the US.



Recent photo of the former Volvo assembly plant in Chesapeake, Virginia.

- photo by Edwin Krampitz

The ground-breaking ceremony was held on July 2, 1974, with speeches not only by Volvo of America president Björn X. Ahlström and Chesapeake mayor Marian P. Whitehurst, but also the governor of Virginia, Mills E. Godwin, Jr. In 1967, during his previous term, Godwin had visited Europe, on what he later called "a fact-finding trip," to see "how European companies felt about making investments in America." Among those contacted then was AB Volvo. In his speech to 200 business leaders and government officials at the ceremony, he took credit for Volvo's decision to place the plant in Virginia. Being chosen for what would have been the first car assembly plant operated in the US by a foreign manufacturer since Rolls-Royce's Massachusetts venture in 1921-1931 was a feat for the state and the city. A road on the south end of the site was named Volvo Parkway in the company's honor, and other facilities and areas also adopted the Volvo name. (Volvo Penta, the subsidiary that makes power drives for boats, built a plant and offices on Volvo Parkway.)

Ahlström told reporters at the ceremony that the plant would build 100,000 cars annually and employ 3,500 people once it reached full production, though the first year's production would be limited to about 25,000. But a harsh recession was hitting. By the spring of 1975, he was giving assurances that Volvo would continue with the venture despite the slump. In June 1976, as construction was being completed, Volvo announced that production would be delayed from that fall until February 1977. By the end of 1976 came word of further delays. According to one former employee, some tooling had been installed and was changed to reflect modifications for new model years, but permission to start production never came. The reason, he said, was that Volvo wanted its US car sales to hit 100,000 car a year first.

But recession, inflation, unused European manufacturing capacity, and a decision to move its products upmarket had hit Volvo's US sales hard. John Dinkel said in *Road & Track* in 1977: "The Volvo owner who laid out \$4,000 for a 1972 144E is shocked when he walks into a Volvo showroom today and is faced with a price tag approaching \$7,000 for a 242 and a mind-boggling \$10,000 for a 265DL station wagon....[T]he downturn of Volvo's fortunes in the US can be directly traced to price resistance." Patrick Bedard of *Car and Driver* noted in 1976 that a loaded 264GL "costs as much as a Cadillac." Sales slowly recovered and hit a "record" 37,066 cars in the US during the first half of 1981—still an annual rate of only 74,000. The 100,000 mark was finally broken in 1986 with 113,267 US sales, too late for the Chesapeake plant.

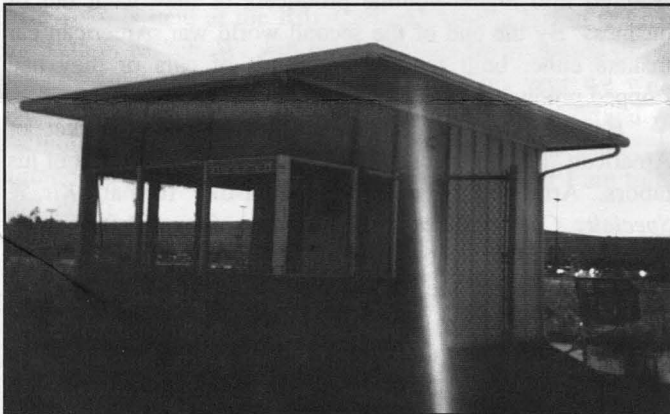
Instead, by the early 1980s, the idea of manufacturing cars there had been abandoned. Dozens of structures and a circular track of approximately 0.3 miles (0.5 kilometer) planned for the site were never built. Portions of the main building—which was over 1,200 feet (365 meters) long with 234,000 square feet (21,700 square meters) of floor area—were then being used to process for delivery to dealers cars and trucks imported from Sweden, employing about 120. In 1982, Volvo announced plans to convert the plant to build municipal mass-transit buses instead of cars. Starting early that year, demonstration models were provided to authorities such as NJ Transit, whose driver of an articulated (able to bend in the middle) unit was ticketed by a state trooper for being over the length limit for the New Jersey Turnpike. On October 13, 1983, around the time bus production began in earnest in Chesapeake, Volvo revealed it had received its first US bus contract: 50 to the Southeastern Pennsylvania Transportation Authority (SEPTA) for use in Philadelphia for \$10 million, to be delivered through the following summer. Another order for 15 buses for San Mateo, California, quickly followed.

Now with about 300 employees, making it Chesapeake's largest private employer, the plant could produce 300 buses annually using two assembly lines. Each bus required about 1,200 man-hours to build. Ahlströmsaid in an interview in 1984 that 600 could be manufactured a year if demand warranted. The firm was hoping to get about 10 percent of the 5,000 mass-transit buses sold annually, based on early 1980s figures.

Volvo did not use model designations in its US literature but simply called its two models "transit buses." One was a 40-

foot (12-meter) 2-axle standard coach, the other a 60-foot (18-meter) 3-axle articulated bus that could seat more than 70 people. They used what was essentially the Volvo B10M standard or articulated steel chassis designed explicitly for bus service, as used in Europe. However, in contrast to what was then the normal European practice of having a body coachbuilt on a bare chassis, Volvo for the first time built its own production bus bodies. They were made of a special corrosion-resistant aluminum. The powertrain used Volvo's 10-liter THD100 turbodiesel engine mounted under the floor with a 4- or 5-speed automatic transmission. As was typical of the market, the buses had compressed-air brakes, an air suspension system on I-beam axles, and power-assisted recirculating-ball steering. The articulated bus had a steerable rear axle and could turn in about the same outer and inner radii as the coach.

Though Volvo sold trucks in the US for several years, the firm did not pursue the bus market until after making changes not only to meet federal regulations, but also potential customer's expectations. One such regulation to be met for the purchaser to qualify for federal subsidies was that 51 percent of the equipment had to come from US manufacturers, so the axles and powertrain were imported with most of the rest fabricated in the States. For the higher US summer temperatures, an improved optional air conditioning system was necessary, so the articulated units actually used an



Recent photo of the guardhouse at the former Volvo assembly plant in Chesapeake, Virginia.

- photo by Edwin Krampitz

auxiliary diesel engine to run the air conditioning compressor! Though some purchasing authorities would not allow Volvo name to appear on the buses, the front ends were identifiable because of their styling similarity to Volvo's cab-over heavy trucks of the time and, where permitted, the oblique "slash" in the grille.

Unfortunately, the firm faced a lot of competition. Not only were General Motors and Grumman building buses when Volvo entered the market, but other foreign manufacturers such as MAN and Saab-Scania soon jumped in as well. Yet that market was shrinking fast. The price of a typical 60-foot articulated bus fell from about \$270,000 in 1982 to \$200,000 in 1986; the average coach price industry-wide fell from \$165,000 to \$130,000. Sales had dropped to 3,000 units a year nationwide in 1985; fuel prices had stabilized and the

economy had improved from the early 1980s, so more commuters drove instead of taking the bus. The US Congress had also cut mass-transit funding. Bus producers were running at only 30 percent of capacity; *nobody* was making money in the business. Volvo was no exception. The die was cast.

On January 10, 1986, Volvo North America Corporation (its name by then) announced that it would stop building buses in Chesapeake and would withdraw from the US bus market. It was a grave blow from what had been called the city's "industrial crown jewel." That morning, executives had met with the mayor and city manager and that afternoon addressed some 280 employees to give them the news. In a press conference, Ahlström called the firm's bus losses "substantial" without providing an amount and said, "we did not see any opportunity to turn around in the future." Because of the market conditions, he added, "I don't think anybody is making money at this time." Despite the importance of the North American market to Volvo generally, only some 120 production buses had been delivered in the US over 2 years, compared to 3,240 worldwide sales of its buses in 1984 alone. The firm planned to fill current orders for some 140 more before closing the line by the fall. One contract was later cancelled. When the end finally came by October 1986, some 220 buses had been built in Chesapeake. Processing of imported vehicles ended there at about the same time, and the equipment was auctioned.

By December, the plant was empty, and on January 1, 1987, a local commercial real estate took it over. Volvo found jobs for some employees at its other facilities but had to let others go with a severance package. The firm took pains to praise the quality of their work. About 190 of the 300 were production line workers represented by the United Auto Workers (UAW) union, which also had some severance stipulations in its contract. To this day, says one former employee, many of those who worked at the Chesapeake operation in any capacity will tell you that it had the best pay, benefits, and working conditions of any job they've ever held. The buses were a well-designed, well-built, premium product build by a dedicated workforce. Most of them are still on the road.

Volvo had agreed to maintain a parts and service operation and this office still exists on the other side of Interstate 64. Volvo Parkway still has that name and Volvo Penta is still on it. The rest of the street had been mostly empty or wooded when the plant shut down; now it has been filled with shops, hotels, and business office buildings. A railroad spur built by Volvo was removed in the mid-1990s. The employee parking lot still exists but is grassed over; the guard gatehouse, now derelict, and a short stretch of the original entrance road are nearby. A new road, Crossways Boulevard, winds through the site and passes by the north end of the main building. That building and the nearby powerhouse built with it have been gutted and renovated and now house several businesses and government offices. In fact, the plant is now known as Crossways Commerce Center I. Little remains to suggest that new buses once emerged from it.

...continued on the next page

Maybe you don't care much about buses, but you should still take interest in Volvo's Chesapeake operation. It was because of that ground-breaking in 1974 that Volkswagen's US executives put pressure on headquarters in West Germany to build what was to become the plant in New Stanton, Pennsylvania, that built Rabbits, Golfs, and Jettas from April 1978 until July 1988. That, in turn, helped lead to Nissan and then other Japanese manufacturers setting up US assembly plants. Today's American-built Toyota Camrys and Honda Accords owe something to Volvo for taking the plunge. Also, Daimler-Benz broke ground in 1979 for a Mercedes-Benz truck assembly plant in Hampton, Virginia. That operation has since closed, but Daimler-Benz soon made investments of a different sort—buying Freightliner in 1982 and, ultimately, Chrysler.

And Volvo was encouraged enough to make other investments of its own in the States: building Class 8 heavy trucks under its name in the former White truck plant in Dublin, Virginia, since 1982 and, ironically, in recent years buying Novabus—thereby reentering the North American bus market. Referring to foreign investment in American and Virginia in particular, the late Governor Godwin had told reporters 25 years ago, “this is a trend that will continue.” Little could he have known just how true those words would be or what they would mean for the American vehicle industry.



Mid-1980s sales brochure for the Volvo transit buses as built at the Chesapeake plant.

- photo by Edwin Krampitz



THE BIG GUIDE TO KIT & SPECIALTY CARS PAST AND PRESENT, by Harold Pace. 252 pages, over 1,000 black and white photos and illustrations. 8 1/2 x 11 inches. Published by the BIG Car Book Company, P.O. Box 15088, Phoenix, AZ 85050-5088. Price: \$24.95.

Historians regularly cover “production” cars. Much time and effort is put into elaborating on the history of major and minor producers of cars and trucks around the world. But even coverage of minor brands fails to dig up information on this industry's littlest players.

When the automotive industry was young, many car makers built in annual volumes that one could count on their fingers and toes. Nearly all of these smaller players either matured into higher-volume producers or they went out of business. By the end of the second world war, American car makers either built tens of thousands of cars or they had stopped producing cars altogether...or so it would seem.

Harold Pace has researched this smaller market of American “kit and specialty cars.” This book is the fruit of his labors. Arranged in an encyclopedia-like format, *Kit & Specialty Cars* outlines brief histories of over 1,000 small manufacturers of whole cars or do-it-yourself kits. “From Alken to Zimmer,” the back cover states, this book illustrates an industry that many thought had withered away.

Neoclassics like the Clenet and Excalibur, replicars like the Talbo and Beck, and originals like the Bocar or the Vector are only the beginning. Full kit cars of every type imaginable can be found within the pages of this volume. And so many oddities that any true automotive enthusiast can find a favorite.

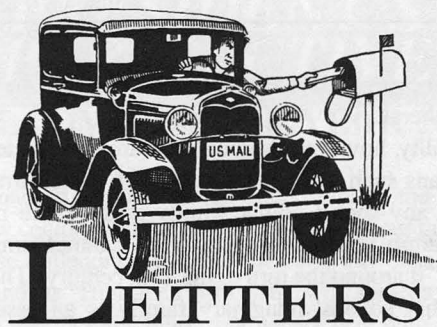
The entries are brief, but then so were most of the lifespans of these companies. However, most of each company's models are outlined and short descriptions provided for each of these different offerings. This is truly a unique publication.

Some of these models and companies are covered in other sources like the *Standard Catalog* series, nowhere else can ALL of these cars be found in one book.

Kit cars may not be seen as “real” cars by some, the idea is as old as automobile themselves. Rebodying one car to look different is how some of the great cars and car companies began their lives. While none of these companies may ever sell 10,000 units in a year, this does not detract from their input into the automotive industry.

Kit & Specialty Cars would be a welcome addition to most automotive historians libraries.

- Sam Fiorani



VW PHOTO CORRECTION

In reference to the photo on page 15 of the September-October 1999 *SAH Journal* (No. 182), the man on the left is Ben Pon and the man on the right is unidentified but is definitely not Max Hoffman. Much more about the Beetle will be revealed in my new book to be published next March. **Karl Ludvigsen, 73 Collier Street, London N1 7JU, England. Email: kel@ludvigsen.com.**

AMERICAN CAR INDUSTRY 1940

I would like to add to Harlan F. Applequist's informative "The American Motor Car Industry of 1940" (*SAH Journal* No. 183) the thought that there were two significant technological advances of that model year that merit mention. The first was the advent of the Hydramatic transmission as an Oldsmobile option; this was the first fully automatic clutchless transmission which Olds promoted by depicting a clutch pedal with a large red X superimposed on it. The second advance was the almost universal (except for the Graham Sharknose I believe) adoption by the industry of the sealed beam headlamp in a standard 7" diameter size. Until then, there was no common headlamp. The multitude of shapes and sizes of housings, lenses, and bulbs made replacement a difficult task when you were on the road. Sealed beams were the standard headlamps through the mid-80s and are still legal today, though little used as new-vehicle equipment.

Unlike Hupp and Graham-Paige, as correctly noted by Mr. Applequist, Crosley lived on after 1940, and ceased production during the '52 model year. **Taylor Vinson, 1314 Trinity Drive, Alexandria, VA 22314.**

LONGEST RUN DECEASED MAKES

With all due respect, I'd submit that there is at least one more correct answer to the question posed on page 11 of the latest issue of the *SAH Journal*.

I have no argument with the answers of Tatra, Austin and Panhard as you have put forth. In fact, I'm sure that these are more along the direction of answering the intended question. However, the question actually asked was "How many marques, now defunct, ... had longer production lives than Plymouth (1929-2001)?"

I'd note that Studebaker celebrated its' centennial in 1952—and continued to build vehicles through the 1966 model year. Granted the vehicles of the Studebaker marque produced prior

to the early 1900's utilized horsepower of the four-legged variety. Regardless, the Studebaker marque was still in existence! I'd submit that the firm deserves an honorable mention anyway.

Are there possibly others? The Pierce company was in existence in Buffalo, NY well prior to auto production, but the marque "Pierce Arrow" came later. **Roy R. Nagel**

MORE INFORMATION ON TAU

In reference to Max Gregory's enquiry about the Italian marque TAU: the only mention of the marque was found in the encyclopedia by my friend Nick Georgano, the "Storia Illustrata dell'Auto Italiana" by Canestrini—both very short and not very informative—and finally in "March Italiane Scomparsa" of the Turin museum, edited by Giancarlo Amari and Matilde Barberis and published in 1972/1977. Perhaps you have this information already, but I nevertheless offer this translated information:

"Pietro Scaglioni, with the help of a financial group, which had taken over the buildings of the Rubino automobiles (1920-23), founded the marque TAU in 1924 in Turin with the offices at the Via Pietro Micca 18 and the works at the Via Frejus 19.

"Two models were produced with technical specifications not much different from the ones of the Rubino and fitted with engines of similar dimensions, but one with side-valves and one with overhead valves.

"With the sports version, Luigi Pagani obtained respectable success in its category in the events of 1925.

"In 1926, the company closed after having built about 100 cars.

	Type 95	Type 90
Production Years	1925-26	1925-26
Cylinders	4, vertical, monobloc	4, vertical, monobloc
Bore and Stroke	75 x 130mm	75 x 130mm
Capacity	2297cc	2297cc
Power (bhp)	45	50
RPM	3,000	3,500
Valves	T-head	OHV
Valve operation	2 camshafts in crankcase	1 camshaft in crankcase
Ignition	High-tension magneto	High-tension magneto
Gearbox	4 + reverse	4 + reverse
Transmission	Shaft-drive	Shaft-drive
Wheelbase	2830mm	2830mm
Track, f/r	1340/1340mm	1340/1340mm
Weight	730kg	750kg
Speed	100 km/h	120 km/h

(The illustration of the TAU Type 95 shows body lines quite similar to the contemporary Fiat 509.)

The Rubino made 1921-23 had an engine with similar dimensions, but is said to have had all side-valves on the same side and one camshaft only. All other specifications—except bhp/RPM, which are missing, and top speed of 70 km/h—are the same as above.

In the "Storia Illustrata", there is only a mentioning of the only TAU model with a 4-cylinder engine of 2297cc having been on display at the Salon of Milan of 1925.

I have checked in the book *Settant'anni di Gare Automobilistiche in Italia* (70 Years of Motor-Racing in Italy) which lists even many of the local races, hill-climbs, etc. and usually the first few placings, but could neither find TAU nor Luigi Pagani mentioned.

Trusting the above information may be of some use and looking forward to hearing more and perhaps seeing pictures of restored cars(?). Best wishes. **Ferdy Hediger, Dörfli 8, CH-5600 Lenzburg, Switzerland.**

CADILLAC'S OLD LOGO

My attention was drawn to the front-page piece in issue No. 182 of the *SAH Journal* about the planned new Cadillac logo.

It so happens I was talking about it to former SAH President, *Z. Taylor Vinson* over a delicious Thanksgiving turkey last month. I got to wondering if Cadillac had decided to change its logo to put right the "misdeeds" of self-styled French nobleman Antoine de La Mothe-Cadillac. He it was who founded, in 1701, the small trading post at "Les Etroits" (the narrows between Lake St. Clair and Lake Erie) that would grow to become Detroit, the automobile capital of the world. The "fake" coat of arms which Mr. Laumet adopted as his own was registered as the Cadillac trade-mark on August 7, 1906 under #54,981.

Heraldic explanations of the composite parts of the Cadillac shield are given in a small booklet that was first published by Cadillac, I believe, in 1918, then again in 1919, 1922, 1943 and 1960 (I have three of these booklets in my collection; there may have been more than five). The Cadillac crest was described also in an advertising flyer published by the Cadillac Automobile Company in 1962. However, as stated above, Tony Laumet, aka "Antoine De la Mothe Cadillac", was no French nobleman, nor did he marry into a noble family; this is historical fact. The Cadillac coat of arms is a "fake"; it was designed by the man himself; that too is historical fact.

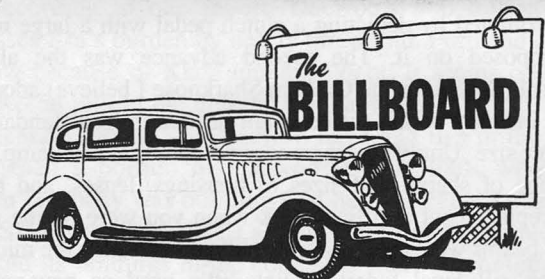
Notwithstanding the above, the Cadillac crest was well devised and stands up to heraldic scrutiny and interpretation. In the 1919 edition of the booklets mentioned above, it was remarked that "the family records of le Sieur Antoine de la Mothe Cadillac are burned" and that "just when or where he was born we shall never know". However, in the 1943 and 1960 editions, Cadillac asserted "it is fairly certain that he [Cadillac] was born on March 5, 1658, in a little town in Gascony". So, it appears that some additional information came to light between 1919 and 1943! It was asserted also, in error, that "the armorial bearings [crest] of the Cadillac family" were "older by four centuries than the coming of Columbus". As will be seen, however, the truth is quite different.

In all three booklets Cadillac asserted also that "in all France there are few families more ancient than the Cadillacs", a bold statement considering the historical facts. The late Harry Pulfer, who researched the Cadillac coat of arms in America, in the early seventies, was not so emphatic. He said that its origins were "less known" although he did assert, again in error, that the

"armorial bearings" of the Cadillac family "had been set down in French heraldry".

In reality, however, thorough research conducted in France by historians such as Jean Boutonnet of Castelsarrasin has not turned up any such Cadillac family crest. There never was a Cadillac family in France until Antoine Laumet himself decided to "invent" it around the turn of the 17th century. The imaginary crest of that equally imaginary family is an assemblage, or "montage", of bits and pieces of heraldry that Laumet pieced together to achieve his own purpose. The only authentic parts of the Cadillac crest used on Cadillac automobiles for the better part of a century are the first and fourth quarterings. These feature two pairs of three legless hen-blackbirds; in heraldry they are known as "merlettes" [martlets, in English]; they are the heraldic adaptation of the martin. These quarterings of the Cadillac shield copy the authentic family crest of Baron Sylvester of Esparbes de Lussan, Lord of Lamothe Bardigues. The latter crest still graces the imposing wrought-iron gates of the Chateau of Bardigues, near Castelsarrasin, where international Cadillac meets have been held regularly for a number of years. The remainder of the Cadillac coat of arms [i.e. the second and third quarters] are pure invention by Laumet-Cadillac.

For the information of SAH members, there are a few pages relating to Cadillac insignia in "The (new) Cadillac Database" on the Internet at this URL: <http://www.car-nection.com/cadillacdatabase> ["Misc. Files"]. Best regards, **Yann Saunders, mrcadillac@compuserve.com**



FOR SALE: *SAH Newsletters* No. 29, 33, 35, 36, and 38-69; \$90 plus shipping. *AHR* No. 9-11, 17, and 29; \$20 plus shipping. **WANTED:** *Newsletters* No. 2-7, 23, 39, 43, and 48; *AHR* No. 19; Membership directories other than '73, '78, '80, '86-91, '93, '95, and '98. **John Walters, 9 Waldron Drive, Martinsville, NJ 08836. Phone: (732-563-2922 before 9pm EST.**

WANTED: Any information on the development and production of the 1955-56 Dodge automobiles. Especially interested in historical data and designer Maury Baldwin. **Ralph Larson, 3390 Millpond Road, Disputanta, VA 23842-4119. Phone: (804)862-7254.**

WANTED: Information needed on a French coachbuilder Lavocat-Marsaud Carrossiers of Boulogne. Any scrap of information you might have would be helpful. Thanks. **David King, 5 Brouwer Lane, Rockville Centre, NY 11570.**

IT HAPPENED YEARS AGO

NEEDED IMMEDIATELY: Advertising Manager for the *SAH Journal*. Responsibilities include setting advertising prices, tracking down potential advertisers, and selling space in the bi-monthly newsletter. Vacancy is open immediately. Anyone interested in applying for the position should contact: **Kit Foster, Treasurer, Society of Automotive Historians, 1102 Long Cove Road, Gales Ferry, CT 06335-1812. Email: foster@netbox.com.**

WANTED: Information on Vector, Dale, and CF vehicles. First-hand experience of the Vector or Dale cars or companies is requested in addition to any literature or information. Locations of any Vector cars are desired. Knowledge of the whereabouts of any people associated with the 20th Century Motor Car Corporation or the Dale car would be gratefully appreciated. Any information at all on the CF brand motorcycles (including locations of any such vehicles) and the company from Italy would be greatly appreciated. Please contact: **Sam Fiorani, 307 Kingston Drive, Douglassville, PA 19518. Phone: (610) 385-6990. Fax: (610)277-2505. Email: SVFiorani@AOL.COM or SAHJournal@AOL.COM.**

WANTED: Contributions to the *SAH Journal*. Short studies, book reviews, first-person historical perspectives, nearly anything automotive. Articles of 500-1000 words (plus photographs) are in immediate need. Please send, email, phone, or fax all contributions to: **Sam Fiorani, Editor, SAH Journal, 307 Kingston Drive, Douglassville, PA 19518. Phone: (610) 385-6990. Fax: (610)277-2505. Email: SVFiorani@AOL.COM or SAHJournal@AOL.COM.**

UPCOMING EVENTS

APRIL 2000

April 27-30, 2000 - Spring Carlisle Flea Market, Carlisle, Pennsylvania. For more information call: (717)243-7855.

JULY 2000

July 29, 2000 - Annual convention of American Motors Owners Association, Hawthorne Inn, 2387 Wilbur Cross Highway, Berlin, Connecticut. Contact Rick Sonnenstuhl, 145 Chestnut Tree Hill Road, Oxford, CT 06478-1406. Phone: (203)881-0079. Email: AMCOXFORD@AOL.COM

One hundred and thirty years ago...

1870 - Guillaume Vanden Plas founded the Vanden Plas coachbuilding firm in Antwerp, Belgium.

One hundred and five years ago...

1895 - *The Motorcycle* magazine was founded, edited by E.E. Goff of Chicago.

1895 - Henry Studebaker died.

Eighty years ago...

1920 - Duesenberg introduced the first use of Malcolm Loughhead's 1918 patent for hydraulic four-wheel brakes.

January 26, 1920 - The Lincoln Motor Company was incorporated in Delaware.

Seventy-five years ago...

1925 - Maxwell-Chalmers became the Chrysler Corporation.

January 6, 1925 - John Z. Delorean was born.

Sixty-five years ago...

1935 - Pontiac produced its 1,000,000th car.

1935 - The final Stutz rolled off the assembly line.

Sixty years ago...

1940 - Cadillac discontinued the LaSalle line.

Fifty-five years ago...

January 1, 1945 - Civilian Ford truck production resumed.

Fifty years ago...

February 1950 - Volkswagen introduced the Transporter model. Production began March 8.

February 28, 1950 - Cadillac introduced its first one-piece windshield.

Forty-five years ago...

January 17, 1955 - Packard introduced its first V8 engine in a car.

Thirty-five years ago...

1965 - Chevrolet Division became the first automaker to build 3,000,000 vehicles in the one year.

January 5, 1965 - Volkswagen acquired Auto Union GmbH from Daimler-Benz.

Thirty years ago...

February 5, 1970 - AMC purchased Jeep Corporation from Kaiser-Willys.

Fifteen years ago...

January 31, 1985 - Ford and Mazda formed AutoAlliance International, Inc., a joint-venture to build cars in Flat Rock, Michigan.

February 1, 1985 - General Motors bought EDS for \$2.5 billion.

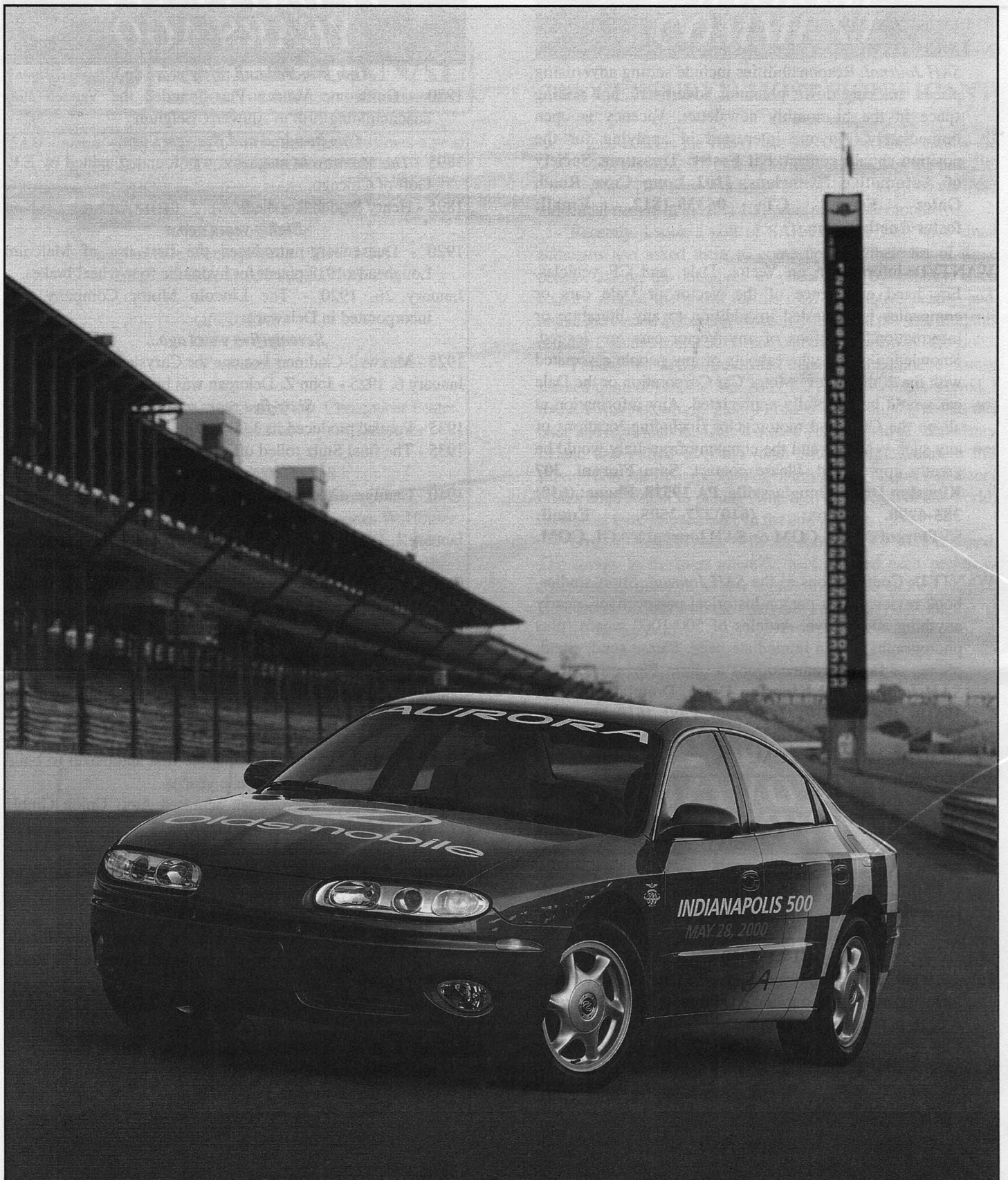
Five years ago...

January 1, 1995 - After dismal sales of fewer than 1000 cars in the 1994 model year, Alfa Romeo withdrew from the United States market.

Jaguar's new Formula 1 race car.

- photo courtesy of Jaguar/Wieck





For the tenth time since 1949, Oldsmobile will pace the Indianapolis 500 race on May 28, 2000. This is the second time the pace car will be an Aurora. Since 1997, two engines have powered the racing cars on Memorial Day at Indy and throughout the Indy Racing League (IRL), Oldsmobile and Infiniti (Nissan). All IRL races have been won by Oldsmobile Aurora-powered cars in that time.

- photo courtesy of Oldsmobile