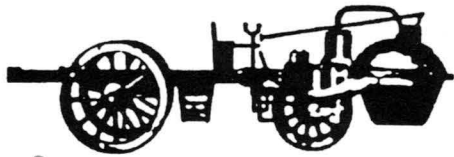


SAH Journal

The Society of Automotive Historians, Inc.
Issue 209
March—April 2004



www.autohistory.org

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Ninth Annual European Dinner Held in Paris

SAH returned to the historic Automobile Club de France with the ninth annual European meeting on February 12th, the eve of the opening of the prestigious Rétromobile show at the Porte de Versailles. Attending were 56 members and guests, representing France, the United States, United Kingdom, Italy, Czech Republic, Switzerland, Poland, Finland, the Netherlands, Belgium and Germany.

Two publication awards were presented after the dinner, an Award of Distinction and the Nicolas-Joseph Cugnot Award, both for books in languages other than English. Ferdy Hediger presented the Award of Distinction to Halwart Schrader for *Deutsche Autos Band 1, 1885–1920*. The book was published in the German language by Motorbook-Verlag.

The Cugnot Award, presented by Committee Chair Taylor Vinson, was won by the French language *Renault des automobiles de prestige*, by Claude Rouxel, Jacques Dorizon, Claude Gueldry and Marc Griselhubert. It was published by E.T.A.I., on behalf of whom Claudine Latouille accepted the publisher's award. Mme. Claude Gueldry presented the Society with a copy of the emblem of the French Society of Automotive Engineers (SIA) on behalf of her husband, who could not attend because of illness. Claude Gueldry is a former president of the SIA.

On Saturday afternoon, a smaller group made an excursion from Rétromobile to the Renault Collection at Flins, outside Paris. The collection comprises some 600 vehicles and artifacts from Renault's heritage and is not a traditional museum. Instead, it functions as a traveling museum, sending vehicles out for exhibits and events throughout the world. The SAH group received a rare, behind-the-scenes tour of the storage area courtesy of the head of the Renault historical section, Claude Lemaître. Christian Maillot, in

continued on page 4



Co-authors and publisher of *Renault des automobiles de prestige*, winner of the Cugnot Award for the best book of 2002 in a language other than English, with their award plaques: (left to right) Marc Griselhubert, Claude Rouxel, Claudine Latouille of E.T.A.I. and Aurélian Gueldry, the son of co-author Claude Gueldry. Not shown is co-author Jacques Dorizon. Photo: Kit Foster



Thomas S. Jakups, Editor

The Page 1 article, "What's Going to Happen to Your Collection When You Die?" in Journal 208 evidently struck a nerve and I received a number of requests for permission to reprint it. Permission to reprint articles appearing in the Journal rests with the author, in this case, Michael Lamm, who is eager to get the word out to all hobbyists to preserve our automotive heritage. So I invite those newsletter editors among our members to run Mike's article and give it the widest exposure you can. Your members will thank you for it.

We're All in This Together

While on the subject, I would also like to respond to a letter from Bryan Goodman that I received about the article. Bryan's letter is on page 12 of this issue. The focus of Mike's article is that the collector must take responsibility for the proper disposition of his or her collection. This disposition can take a number of forms from selling it to another collector to donating it to a museum to keeping it within the family. How each option universally affects the future accessibility of the material cannot be predicted because it depends on each particular situation. However, if the material is thrown away there is no question about its accessibility—it is gone forever, a risk that is still very much with us. So that is why it is so important that the collector take a proactive approach rather than leave it to

chance and circumstances beyond his or her control.

Mike's article does deal with U.S. tax laws, which is of benefit to the Society's U.S. members. But, of course, the proper disposition of automotive collections is an issue that affects all our members. An option that may be attractive here may be less so in another country—Bryan's citing of the policy of the British national museums in his letter is a good example. The Journal can be a forum for members outside the United States to discuss this situation and offer advice on options that would work well in their particular countries. I hope to hear from members about this.

Thank you to the members whose contributions grace the pages of this issue.

—Tom Jakups

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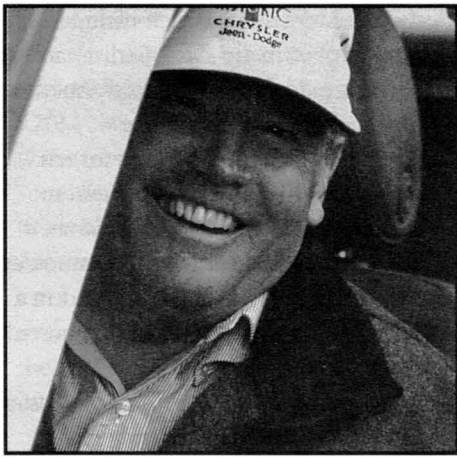
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Copy Deadline for Journal 210

April 30th



Joseph S. Freeman, President

Your President has an admission to make: when I was an undergraduate I truly hated research projects! With little time and a big library to deal with I always lived in mortal fear that I would miss the seminal work or crucial bit of information which the professor, in giving me a gentleman's C, would point out: "Perhaps you should have consulted . . ."

Well, nearly forty years have passed and I have to say that I have come 180 degrees. To me, one of the greatest joys in our field of automotive history is what I call "The Treasure Hunt," the wonderful if sometimes painfully laborious process of hunting down all the facts one can find about a car make, historical figure or technological innovation. I certainly will not claim to be an expert, but I have spent some serious time in front of a microfilm scanner. I also have a number of stories to tell of how dumb luck or a fortuitous contact provided me with documents, a photograph or a piece of information that solved a long-standing puzzle. I suppose what drives it all is some serious curiosity and the hope that just around the corner I will come upon "the mother lode": a box full of original stuff that no one has seen for years. Of course, that doesn't happen very often, but when it does, the reward is a real rush for the dedicated historian.

However, now it doesn't always have to be that way. We are particularly lucky in our field to have had a group of dedicated folks who have done an incredible amount of work over the years to make our lives easier. I can't help but

History in Cyberspace

think of Bev Kimes' and Austie Clark's reference guide, *The Standard Catalog of American Cars, 1805–1942*, or Nick Georgano's *Beaulieu Encyclopædia*, both testaments to thousands of hours of backbreaking labor, all to give us amazing amounts of information we can pick off the shelf and use at will. Looking a bit further, a great number of enthusiasts have managed to accumulate wonderful automotive archives that have ended up in the collections of car clubs, libraries and museums, and which can usually be accessed if one is persistent.

Perhaps the best news for auto historians, however, is that we are truly living in a golden era of research. Public interest in history would appear to be at an all-time high. Also, with the advent of the computer and the Internet, almost anyone can tap into a huge body of information that might have been far too distant or completely unknown just a decade or so ago. Add to that the potential for almost immediate communication with other historians, institutions or just plain folks who share a mutual interest in a particular topic and the possibilities seem endless. In my own field of automobile racing, for example, we have been able to document an enormous number of forgotten events simply by contacting the local library or historical society. Failing that, we have often found people who have been willing to go and hunt down material in their own communities, mostly out of interest in local history. I can't say how much easier this technical revolution has made our efforts to unearth new material, and I'm sure this applies to just about every part of our "industry," if I can call it that.

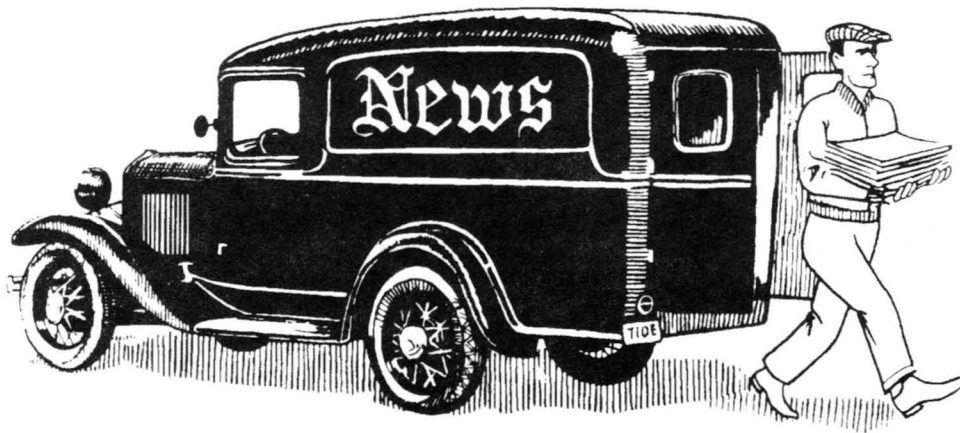
Even more exciting is the knowledge that for the most part we are dealing with history that is less than 100 years

old, roughly three generations. That means that for the enthusiast looking for information of almost any sort, there is someone out there who was related to, descended from, worked with or knew of people who were "present at the creation" of a car company, a specific set of events, or a notable moment in automotive history. It also means that documents and archives that have remained in family collections—not necessarily fully understood or cared about—are still there for the asking. Once again, it is an unusual family member or local history buff who doesn't have some interest in what his or her forebears were doing.

Hence it is not hard to see the tremendous potential of the electronic revolution for each of us. Armed with these modern tools we as historians can accomplish things that would have been nearly impossible just a few years ago. I have spoken specifically about the treasure hunt for documents and archives, but we also have a great opportunity to enhance the collection of oral history vital to future students of "The Automobile Age," as one well-known publication termed it. We can also improve the accuracy of our work and debunk the significant number of myths that have sprung up over the years and which have become very difficult to refute.

The best part is that we can have a lot of fun doing it, too, as the development of new relationships and friendships is made so much easier by enhanced communication. So I guess "Parson Freeman" can end this sermon with a rousing exhortation: crank up that computer and go to it! Who knows what you'll find at the end of your own particular search engine. And, by the way, one need never end up with a "gentleman's C."

—Joe Freeman



SAH News continued from page 1

charge of the business and service history of Renault and the vehicle collection, led the conducted tour, which covered passenger, commercial and racing vehicles.

On Monday an SAH group traveled on the high-speed TGV train to Lyon to visit the Fondation de l'Automobile Marius Berliet. Winner of SAH's James J. Bradley Distinguished Service Award in 1988, the Fondation is devoted to the preservation and documentation of cars of the Lyon region and commercial vehicles of France, nationwide. In the morning visitors were given a tour of the Fondation's archive, located in the former home of the Berliet family, by Paul Berliet, son of industrialist Marius Berliet and an SAH Friend of Automotive History, and by Yves Duprè Latour, the new Administrator of the Fondation, and by Mlle. Monique Chapelle, former Administrator.



Halwart Schrader (left) received SAH's Award of Distinction presented by Ferdy Hediger for *Deutsche Autos Band 1, 1885-1920*.

Paul Berliet (left) head of Fondation de l'Automobile Marius Berliet, explains the chassis of a 1906 Berliet Type H to SAH Director Arthur Jones (second from left) and Mary Jones (right). Looking on is Mlle. Monique Chapelle of the Fondation. Photos: Kit Foster

Following lunch at the Club du Gouverneur at Monthieux, the group was given a tour of the Fondation's 80-vehicle col-



Mme. Claude Geldry (left) presents Taylor Vinson with the Cugnot symbol formerly used by Société des Ingénieurs de l'Automobile, the French organization analogous to the Society of Automotive Engineers. Photo: Kit Foster



lection at Monteillier, which includes examples of virtually every Berliet car and truck model ever produced. Another 200 vehicles are stored off-site.

Rétromobile, which runs for ten days, draws adherents of many automotive marques, many of which hold their own dinners and events, as is common at Hershey. SAH members participated in a number of these, including events hosted by Bugatti and B.N.C. groups.

—Kit Foster

Excerpts from remarks by Claude Rouxel on behalf of himself and his three co-authors of Renault des automobiles de prestige on accepting the Cugnot Award for the best book of automotive history published in 2002 in a language other than English, as translated and delivered by Mme. Claude Geldry on February 12, 2004.

Receiving this Cugnot Award is certainly a great joy and what we consider as a great honor. When we glance through the list of members of SAH, we can see the names of the most famous and most competent historians of the automobile today, a real "Almanach de Gotha." If we consult the list of the works which have been selected and honored by SAH, we find the most important authors and the most momentous titles.

We had to call on many friends for

their collaboration. So we can say it is a collective work, made by a group of friends, with the help of other friends. It would be unfair not to underline the great work done by our publisher's contribution and the success of our book certainly owes them a lot. We think that for them, too, the Cugnot Award is a fair reward for their efforts.

We do like these prestige Renaults as they are, with their qualities and their defects, because each of them had a soul, the very soul of the people who designed them or wanted them. But sadly, that conception of automobile is past now. Today, if we except maybe Ferrari, even among the prestige makes we only find products stemmed from computers.

The prize you are giving us tonight is called after the name of Cugnot. He was the very first among these men of genius. And this is an additional pleasure for us. In France nowadays, there is no more official organization referring to this pioneer among pioneers, who we name as being the true Adam of the automobile. The fact that our American friends keep praising his name is a second reason for being thankful to SAH.

The USA is, above all others, the country of the automobile. When we realize that the Cugnot machine was invented more or less at the same epoch as the United States was born, why not imagine that if Lafayette had brought it in his luggage, automobiles might have been invented two centuries earlier. But we are here tonight for history, not for science fiction.

History Conference Takes Off March 31st

The Society's fifth biennial Automotive History Conference, sponsored jointly with the National Association of Automobile Museums, will take place March 31st to April 3rd at America's Packard Museum in Dayton, Ohio. The conference will feature four sessions of presentations on automotive history, workshops for museum professionals and tours of area attractions.

The theme for the SAH sessions will be "Off We Go—In the Automobile,"

and will explore the connections between automobiles and aviation. Two afternoons will be devoted to tours. A Dayton area heritage tour on Thursday will include visits to Dayton Wire Wheel, the Wright Brothers Bicycle Shop and Carillon Historical Park. The following afternoon will be spent at the United States Air Force Museum. There will be several opportunities to dine at Ridgeleigh Terrace, the home of Charles F. Kettering.

The event will kick off with a reception on Wednesday evening, March 31st, at the Dayton Marriott, the host hotel. A Saturday evening banquet at the Museum will close the conference. NAAM's annual NAMMY awards will be presented, and automotive designer Jeff Teague, son of the late designer Richard Teague, will be the keynote speaker.

America's Packard Museum is located in the restored building of Citizen's Motorcar Company, the Dayton Packard dealership. Established in 1992, the Museum is dedicated to the Packard Motor Car Company, its products and philosophies. Its exhibits include over 50 Packard cars, marine and aviation engines and Packard engineering, art and automobilia.

Dayton is the birthplace of aviation, the automotive self-starter, ethyl gasoline and fast-drying lacquer paints. It was also home to the Stoddard-Dayton automobile, and it was in Dayton that Walter P. Chrysler first converted a Maxwell dealership to sell the new Chrysler automobile.

For further conference information, or to register, contact America's Packard Museum at 937-226-1710. Hotel reservations may be made directly with the Dayton Marriott at 937-223-1000.

The schedule of SAH conference sessions, speakers and papers is as follows:

Thursday morning, April 1, 2004 There's an Art to It: Designing the Building the Automobile

Reo and Diamond Reo 1936-1975: The Rise and Fall of "The World's Toughest Truck"—Robert R. Ebert and Timothy Fijalkovich, Baldwin Wallace College

Hollow, Rolling Sculptures: How the Automobile Came to be Art—Michael Jacobsen, California State Polytechnic University, Pomona

Displaying the Automobile: Early Auto Shows in London, Ontario—Douglas Leighton, Huron University College

The Decline of Pierce-Arrow in the 1920s—Roger J. Sherman, The Society of Automotive Historians

Friday morning, April 2, 2004 We Have Liftoff!: Aeronautics and Automobility

Early Automobiles and Airplanes: The Cultural Lag—Michael Bromley, The Society of Automotive Historians

The Cole Flyer—Leroy D. Cole, The Cole Motor Car Club of America

Aircrafting the Automobile—Thomas F. Saal, The Society of Automotive Historians

Land Speed Record Attempts and Aircraft Engines—Ron Shook, Utah State University, and Jessie L. Embry, Brigham Young University

Harriet Quimby: Autos Before Aircraft—Patricia L. Yongue, University of Houston

Saturday morning, April 3, 2004 What's It Good For? Selling and Using the Automobile

Death of the Automobile Revisited—Thomas H. Brownell, Ferris State University

Race Men and Race Cars—Deborah L. Clarke, Pennsylvania State University

For Official Use Only: The Army Goes Car Shopping—Arthur W. Jones, The Society of Automotive Historians

Martyrs to the Cause of Good Roads: The 1920 International Good Roads Tour of the Michigan Pikes Association—Dean C. Ruffill, University of Western

Ontario

Saturday afternoon, April 3, 2004

History is Bunk: Auto History for the Practitioner and Consumer

The Business School Curriculum:

A Study of Automotive History—Pat McInturff, Jace Baker and C.E. Tapie Rohm, California State University, San Bernardino

Serving History? Old Car Mentions into the Mainstream—Rick Shnitzler, The Society of Automotive Historians

Copy Right or Copy Wrong? Copyright Issues for Automotive Historians in Publishing or Academe—A presentation and discussion moderated by John A. Marino, Kent State University, and Thomas Adamich, Northeast Ohio Network for Educational Technology
—Kit Foster

Obituary

**Arthur Lee Homan
(1907–2003)**

Arthur Lee Homan, a founding member of the Society of Automotive Historians, died November 11th. He was in his 96th year.

A graduate of Harvard University, Arthur Lee was one of the founding members of the Automobilists of the Upper Hudson Valley in 1950, and he was the first editor of its publication, *The Upper Hudson Valley Automobilist*. His column, "A Homan Homily," was frequently reprinted in other automotive magazines here and the U.K. Arthur Lee was the winner of several club awards, including the Frank Lescault Trophy for Outstanding Member of the Year. For many years he served as chairman of the club's Charter Revision Committee and as club parliamentarian.

Arthur Lee wrote prolifically on automotive subjects for numerous publications and co-authored two books, *The Cars of 1923* and *The Dagmar and the Moller Motor Car Company: An Automotive Enigma*.

He was a teacher at several New England schools and from 1950 until his retirement taught at Troy, New York's

Emma Willard School. Survivors include a son, a daughter and grandchildren.

—Keith Marvin

Centennial Recognition Program 2003 Honorees

The SAH Centennial Recognition Program continued in 2003 with recognition given to three marques.

At the huge Buick Centennial meet held in Flint, Michigan, in late July, congratulatory certificates were presented to representatives of the Buick Division of General Motors and the Buick Club of America by past SAH President Sinclair Powell. Past SAH President Leroy Cole then presented supplementary certificates to other Buick related persons and made an interesting presentation on the history of Buick and the city of Flint.

In early September in New Hampshire, SAH member Fred Roe presented a congratulatory certificate to the Marmon Club recognizing the 100th anniversary of production of the first Marmon automobile.

At the International Classic Motor Show held in Birmingham, England, in early November, SAH member Tony Beadle presented a congratulatory certificate to the Standard Motor Club in recognition of the 100th anniversary of production of the first Standard automobile.

The SAH Centennial Recognition Program will continue in 2004 and subsequent years. I urge SAH members who know of car companies or clubs which will celebrate centenaries in the near future to get in touch with me at 8 Ruthven Place, Ann Arbor, MI, 48104-2126, 734-769-1188, sinclairp@msn.com. The name of a contact person, if known, should be included. This recognition program is of course international in scope.

—Sinclair Powell

Centennial Recognition Committee Chair

Dues Reminder

Membership dues for the year 2004 are due and payable for all active members. Your additional contribution toward the work of the Society is welcomed. This contribution is tax deductible. Dues are

\$40 for active members and \$60 for patron members. They should be sent to SAH, 1102 Long Cove Road, Gales Ferry, CT 06335-1812. If you have not received your membership renewal, contact Kit Foster at foster@netbox.com.

Bob Hall Succumbs to Cancer

As we went to press we were saddened to learn that *Bob Hall*, SAH's former publicity director, had died on March 8th. Bob's obituary will appear in *Journal* 210. All inquiries about contributions to Bob's memory should be made to Les Jackson at ljcarguy@msn.com.

Just Out

The Stanley Museum of Kingfield, Maine, is pleased to announce that the Stanley Steamer, America's Legendary Steam Car, by Kit Foster, is now available for purchase. Five years in the making, this book has been verified by a virtual Who's Who of Stanley experts and historians. It contains over 500 pages and more than 350 pictures, many never before published. For more information, call the Museum at 207-265-2729 or check its website, StanleyMuseum.org.

2004 Reo Centennial

A big "homecoming" is planned for July 15–17, 2004 in Lansing, Michigan, to celebrate the centennial of the Reo Motor Car Company.

All Reo retirees and those who worked for Reo, Reo car and truck restorers and enthusiasts, local history enthusiasts and the community are invited to this get-together. It will be a community celebration of R.E. and Metta Olds, Reo employees, the products of the company and the historical sites around downtown Lansing and South Washington Avenue associated with Reo in particular and the motor vehicle industry in general. Tours are scheduled at the Gilmore Car Museum and the R.E. Olds Transportation Museum, which will also host a seminar on R.E. Olds' early motor vehicle career. SAH members Sinclair Powell and Bob Ebert will present keynote addresses on Reo autos and Reo trucks respectively at the closing

continued on page 14

The “Cockeyed Wonder”

by Donald Paul

The year was 1958. I was a junior in high school and felt it was time to have my own car. I did not realize it at the time, but the process of earning the money for, buying and owning this car would provide me with a number of “growing up” lessons.

That time of my life was before the days of “Do you want fries with that?” and jobs were hard to come by for a country boy with no appreciable skills. I was, however, familiar with farm work and was able to work out a deal with a young farmer for a summer’s work.

This farmer was just starting out and could not afford to pay me on a weekly basis. We worked out a deal whereby I would be paid \$5.00 per week plus, when the summer was over, the proceeds from the sale of a litter of pigs that had been born in the spring. This deal gave me some spending money and would leave me with enough to purchase, I thought, a “front row” used car.

The work was hard, but the summer flew by as my thoughts each day were of my impending freedom and mobility. Each day I would listen to the hog markets and compute my potential pay out. This would be followed by a scrutiny of the used-car ads looking for one that would fit my bankroll.

The summer finally ended, the hogs were sold and I embarked on a search for my dream machine. It was then I learned, however, that before the car could be driven I would need to purchase something called insurance and that this would take almost half of my bankroll. (Lesson #1—Do your homework.)

My search now moved from shiny “front row” cars to the somewhat bedraggled ones in the back rows. Undaunted, I began scouring used-car lots along with a friend who claimed to be “mechanically minded.” He would protect me from buying a vehicle with mechanical problems.

Our search of the back rows full of very, very, pre-owned cars was discouraging until we found a 1950 Plymouth with a straight body and a sweet running

motor. Its problems included having four doors, somewhat faded paint and, when driven over bumps, a clunking sound emitting from the rear. These problems did not deter me because the wide opening rear doors and spacious seat suggested many possibilities to my adolescent mind. I was sure the paint would wax out, and my friend assured me that the clunking noise was an easy-to-change shock absorber. A deal was quickly struck with a very congenial salesman and I was on my way.

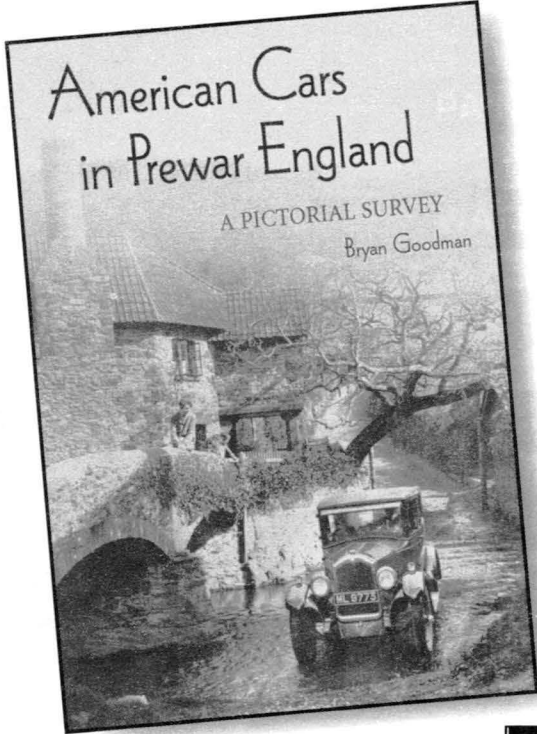
In the days and months to follow I came to find that having a spacious, easy to enter, back seat did not help me in the way I had anticipated. (Lesson #2—Be realistic.) I also discovered that the paint was so faded that it could no longer shine despite much waxing and that my friend was not as mechanically minded as he had boasted. (Lesson #3—Make sure an expert is an expert.)

The clunking turned out to be a broken spring. A call to the suddenly

not very congenial dealer taught me what the term “as is” means when making a purchase. (Lesson #4—Read the fine print.) This left me with no alternative but to replace the spring.

This was difficult and expensive but I convinced my friend to contribute to the cost and labor to preserve his mechanical reputation. What neither of us realized, however, was that springs should be purchased in pairs. The result of buying and installing only one spring was that the right side of the car was higher than the left which gave it a “cockeyed” stance as it went down the road. (Lesson 5—Pay attention to Lesson #1.) My friends immediately christened it the “Cockeyed Wonder” and the resulting ridicule began my disillusionment with my dream ride.


It purred along and served me well, but the excitement was gone. In about a year another newer, shinier machine caught my eye, and the “Cockeyed Wonder” was soon gone. The lessons it taught, however, have never been forgotten. ■



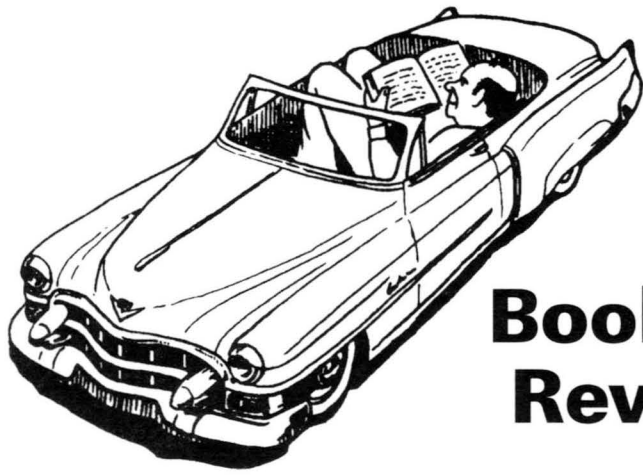
After World War I, there was a great hunger for cars in Britain. Many servicemen had learned to drive and had money to spend, but factories were not immediately able to get back into car production, so customers looked to America for automobiles.

This book features period photographs of American cars on British roads before the beginning of World War II. Buick, Cadillac, Chevrolet, Chrysler, Dodge, Durant, Duryea, Essex, Ford, Hudson, Jewett, LaSalle, Oldsmobile, Overland, Packard, Plymouth, Saxon, Stanley, Studebaker, Stutz and White are among those depicted. Captions point out interesting features and comment on the settings in which the cars appear.

Bryan Goodman
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Book Reviews

Fun at Work, Hudson Style—Tales from the Hudson Motor Car Company, by Harry F. Kraus, Sr., edited and designed by Bob Elton, 2003, ISBN 0-9745163-0-9. Soft cover, 108 pages with numerous black-and-white photos. Home Chapter Publishers, 860 Edward, Ann Arbor, MI 48103. \$14.95 plus \$3.95 S & H

The Hudson Motor Car Company was one of several “independent” auto manufacturing firms located in the “motor car capital of the world,” Detroit. Like most of the other independent firms of half a century or more ago—Packard, Graham, etc.—the company could be said to have had its own personality. This personality is brought out in splendid fashion by the author, Harry Kraus, who worked for Hudson in a number of different capacities during the 1940s and 1950s.

The Hudson firm was by no means a small organization—it designed and manufactured its own engines, drive lines and bodies, and at times sold many tens of thousands of vehicles each year. Nonetheless, company employees to a substantial degree retained their individuality within the corporate structure.

Harry Kraus began work in the plant trim shop in 1946, where he performed the menial task of stuffing seat cushions. However, unlike many factories of the “big three,” where in that era talking extensively to your co-workers was forbidden (this might slow down production!) Harry and his fellow employees exchanged many jovial com-

ments. Advice was given back-and-forth on dealing with wives, difficult-to-start cars and other matters. One chap, who had been an “opera singer of sorts,” occasionally regaled his fellow workers with operatic songs! The department supervisor, far from chastising everyone, seemed disappointed that the glass walls of his office prevented him from fully enjoying the musical performance!

Harry Kraus later received a transfer to a position in the company’s engineering department. He assumed at first that in this more prestigious unit it would be wise to keep a straight face and banish any tendency to be humorous. Harry soon found out how wrong he was. Engineering had its full quota of “clowns and comedians.” The practical jokes were a bit more sophisticated, but they still went on!

This book, in addition to its humor, gives the reader a bird’s eye view of operations in a motor vehicle manufacturing plant of over a half-century ago (the illustrations, with their captions, help greatly in this). The Hudson Company is of course long gone from the scene, but the stories contained in this book bring it back to life. This reviewer enjoyed the book very much, and is certain others will also. It is an interesting and worthwhile read, and definitely recommended.

—Sinclair Powell

Das Steyr-Baby und seine Verwandten, by Dr. Karl-Heinz Rauscher and Franz Knogler, First Edition 2002, ISBN 3-7059-0102-8. Hardcover 8 x 11

inches, 264 pages, 430 b/w and color illustrations, text in German. Published by Weishaupt Verlag, A-8342 Gnas 27, Austria. Price in Austria Euro 49.90 (Approx US—\$59.00 plus packing and postage). Orders can be placed directly with the publishers at above postal address or via e-mail: verlag@weishaupt.at

At long last an important gap in the history of European automobiles is closed with this new, fine book. While Dr. Karl-Heinz Rauscher, born 1960, is chief-counsel since 1990 of the MAN Steyr company, Franz Knogler, born 1949, started his career as an apprentice with Steyr-Daimler-Puch and is chief of the historical archives of the company since 1970. Both authors are thus eminently qualified to write the definitive history of the Steyr automobile production, which began immediately after World War I and ended in 1941. From 1949 until 1958 Steyr assembled various Fiat automobiles for the Austrian market.

Whereas many books on the history of a given marque focus on the technical development and the production, this Steyr history also contains much additional information on the economic, political and social background of the various periods of activity. In six chapters a tremendous amount of information with the appropriate illustrations is offered. In detailed footnotes the sources are always added, which confirms the authenticity of the statements in the text.

The first chapter deals with the development of the Werndl factory into one of the world’s biggest small arms manufacturing plants with up to 9,400 workers in the 1890s. The heavy fluctuations in the demand for infantry arms led to diversification into bicycle and, already during World War I, into automobile production.

The first years were promising. The Steyr “Waffenauto,” designed by Dr. Hans Ledwinka, was well adapted to the mostly bad roads of the period and the demanding tours in the Alps. It was sturdy, spacious and comfortable with a powerful six-cylinder engine. Until the end of 1925 the production amounted to some 6400 cars.

In the same period Steyr was also very active in motor sport events and its drivers were often successful, especially in mountain climbs.

With smaller models Steyr replied to the increasing demand in this market and was able to increase production in the next five years to 15,300 cars. Planned for the top-class luxury market, the famous type "Austria" with eight-cylinder engine, designed by Ferdinand Porsche, was launched at the Paris Salon. Only three prototypes were built and there was no subsequent regular production.

The world crisis of the 1930s did, of course, also affect Steyr, but with the innovative Steyr "Baby," the company brought one of the first truly streamlined

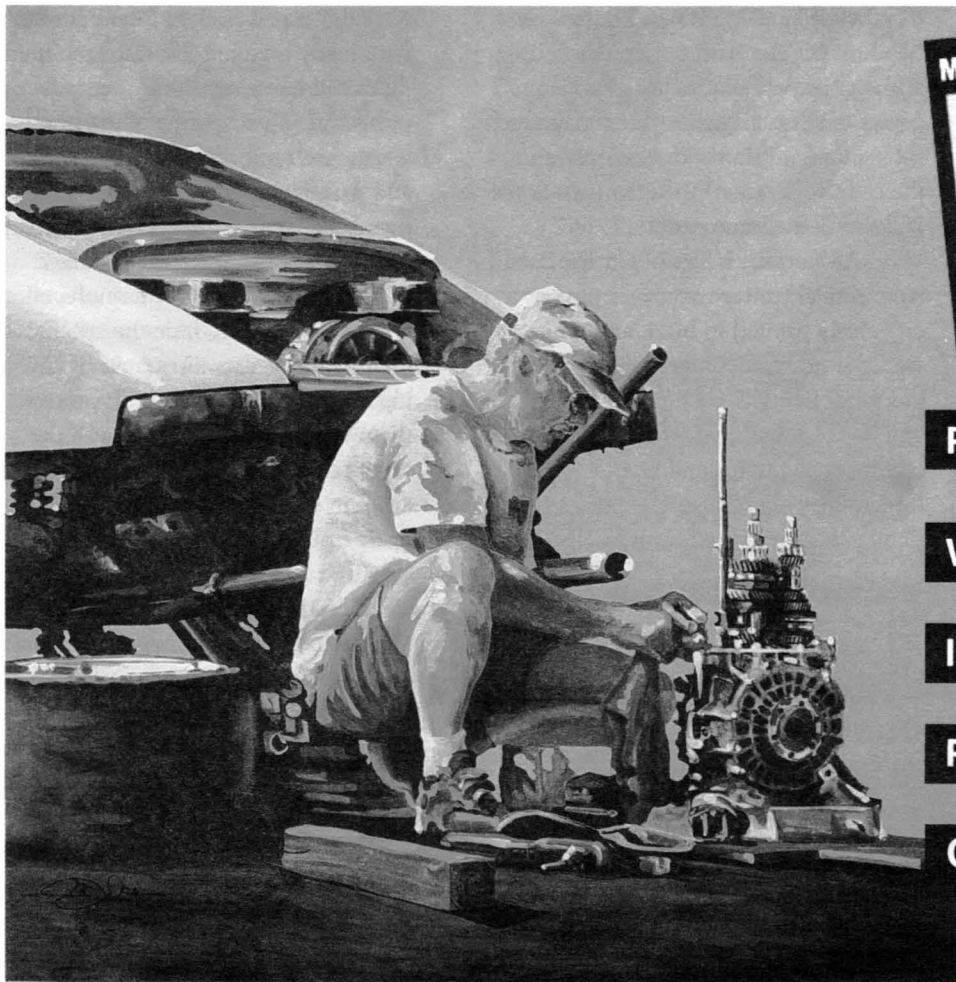
small cars to the market. Together with the other models, production from 1936 onward reached new peaks, totalling 22,750 units till the end of 1939.

Not only are the developments of the many models described in detail but there also is interesting information on the sports and racing cars, the world tours, the production facilities, the workers and the designers at Steyr. A very useful appendix contains production figures of the various models by year, engines, passenger cars, sports and racing cars, projects and prototypes, radiator emblems and finally a list of acknowledgments for the illustrations.

Admitted, this scholarly work is not a book for the casual person only

mildly interested in the history of the automobile. To the enthusiast of European cars and the serious student of automotive history, it is a great source of hitherto unavailable information and documentation. As the text is important, it is a pity the book is available in German only. As with many continental European books it lacks an index, but as it is well divided into chronological chapters, it is not too difficult to find the relevant page. The book is very nicely produced, with quality paper, excellent print, attractive layout (even if I had wished that some of the pictures not overlap on two pages) and a solid binding with dust-cover. A truly fine automobile book!

—Ferdinand Hediger



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Bentley Motors, On The Road, Bernard L. King, author and editor, 2003, ISBN 1-85443-136-6 (standard edition), ISBN 1-85443-203-6 (limited leather bound edition). Volume I, 416 pages, Volume II, 144 pages, 667 period photographs. Dalton Watson. standard edition US\$165.00/UK£95.00, limited edition US\$850.00/UK£495.00. Available from automotive book retailers or from www.daltonwatson.com

In late 1931 Bentley Motors Ltd., the maker of the W.O. Bentley-designed automobiles today known as "Vintage Bentleys," went into financial receivership. There had been years of unprofitable operations and capital infusions, primarily from Woolf Barnato, the extremely wealthy member of the "Bentley Boys." Although Bentley and his colleagues had assumed that the company was to be bought by Napier, and design work for a Napier-Bentley had already begun, the company was unexpectedly acquired by Rolls-Royce Ltd., in a sealed-bid court sale for the price of £128,256 (one pound equaling about five U.S. dollars at the time).

The new company was named Bentley Motors (1931) Ltd., but in reality it was simply a subsidiary division of Rolls-Royce. Both Rolls-Royce and Bentley cars were built in the same factory in Derby on parallel assembly lines, and the same sales force and dealer network were

used for both marques. Within the company and among the public, the car was often referred to as the "Rolls-Bentley" although today they are generally called "Derby Bentleys" to distinguish them from the post-World War II cars which were made in Rolls-Royce's Crewe factory.

Since before the Great War, Rolls-Royce's marketing efforts had included the publication of a periodic magazine which was sent to owners and others on the company's mailing lists. From about 1912 onward, the Rolls-Royce Bulletin was published anywhere from two to four times a year, with publication finally ending in 1958. Thus it is not surprising that the company eventually got around to doing something similar for the rounded-radiator products coming out of the factory. Between 1935 and 1939, thirteen issues of *On The Road* were published, and for a variety of reasons surviving copies of these magazines are today much more rare (and thus more expensive in the collector market) than the Rolls-Royce Bulletins of the same period.

All thirteen issues of *On The Road* were similar: thirty-two pages plus covers, nicely printed in black and white, with the primary content being photographs of Bentleys on tour in England and on the Continent, along with other scenic travel photos and one or two feature articles in each issue. Some of the photos were reprinted from English mo-

toring magazines and others were taken and submitted by enthusiastic Bentley owners. The magazines contained no direct sales messages; this was a very subtle and refined promotional effort. In publishing this fine book, the objective of Dalton Watson and Bernard L. King was to reproduce all thirteen issues of *On The Road*, and furthermore to identify the specific cars illustrated in the more than six hundred photographs contained in these issues of the magazine. Another aim was to provide additional information about the locales and personalities in the photos beyond that provided in the original captions.

Actually, the company's marketing department was rather lazy and uncreative, as only about 125 different Bentleys were illustrated in these photographs, with many cars and locations repeated in different views over the thirteen issues published. The captions of the photos were often quite general ("A steep hill and winding lane in Somerset"), and owners, chassis numbers or even coach-builders were almost never denoted in the photo captions. Furthermore, efforts were often made to hide the specific identify of the cars illustrated by touching up the photos. This both protected the owner's identify and allowed the same car to be illustrated over and over again in subsequent issues with different license plate numbers and even different (black & white) shades of body color.

So the task of identifying each illustrated Bentley was a difficult one, which the author and other contributors accomplished amazingly well, identifying about 110 out of the 125 individual cars illustrated. The result of this effort is two nicely-produced books presented in an attractive slip case. Volume I contains the thirteen re-printed issues of *On The Road*. A comparison with some of the original magazines confirms that the quality of reproduction is high, with most of the photos virtually identical to those in the originals. This is a volume for relaxed perusal, as one becomes totally immersed in the world of 1930s upper-class European motor touring in the country roads and villages of the British Isles, over the

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mountain passes of the Alps and even on the new autobahns of Germany. The visual emphasis is on the locales, with the Bentleys generally the secondary subject of the picture. It is an enchanting world that no longer exists, with largely empty roads and towns where motoring was a pleasure and not a chore.

In Volume II, the author provides a brief history of the original Bentley company, Rolls-Royce's takeover and the models produced from 1933 through 1939, an analysis of total car sales by year, by country where purchased and by coachwork, and then discusses the publication and content of *On The Road*. This is followed by the main result of the author's research, presented in a series of highly meticulous indices. All of the more than 600 photographs of Bentleys are listed with full details, first in an index organized by issue and page number and then in subsequent indices organized by chassis number, registration number (British license plates generally stayed with a car for its life and thus are

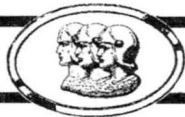
used to identify specific chassis from photos) and lastly by location. And if these indices were not enough, several additional sections follow. A "Comments" section discusses every page of every OTR issue, with further comments on the cars, people and scenes illustrated. A "Feature Articles" section provides a synopsis of each of the sixteen feature articles found in the OTR publication run. A "Personalities" section presents biographies of some of the more famous Bentley owners or drivers shown in the photographs and noted in the captions, some varied examples being land and water speed record holder Malcolm Campbell, the Count of Covadonga (King Alfonso XIII's eldest son), bank clerk and later actor Leslie Howard, French tennis champion Simone Mathieu and a woman identified in one of the original captions as "Baroness Luli Hohemberg" (who in fact was an Austrian actress who played a fictional baroness of that name in a British grade-B movie of 1935!) A final section provides information on "Other

Transport" illustrated in the photographs, including the fourteen-mile, fifteen-inch gauge Romney, Hythe & Dymchurch Railway, the Dover-to-Calais S.S. Maid of Kent, the Breguet 521 Bizerte flying boat and a railway accident of the Harwich Boat Express "as it was passing through Postland, near Spalding." Perhaps the only information regarding these more than six hundred photographs that Mr. King and his collaborators were unable to uncover and chronicle was the make and model of camera, type of film, shutter speed and aperture used to take each picture!

Are there any weaknesses to this publication? Some of the center spreads of the reproduced issues of OTR pose problems in reproduction and binding in a book that cannot open fully flat as could the original magazines, as parts of photos or printed headings get lost in the gutter. A few of the reproduced photos are somewhat darker than the originals. But these are very minor points that are

continued on page 14

HOT OFF THE PRESS!



THE GRAHAM LEGACY: GRAHAM-PAIGE FROM 1932

Michael E. Keller, Editor

This new 11 x 8 1/2-inch, 280-page hardcover narrative follows the struggles and successes of the Graham enterprise through the tumultuous years of the Great Depression, its resurgence as a prime contractor to the Armed Forces during WWII and its post-war association with the Kaiser-Frazer Corporation. The firm's redirection as an investment company, and later a management company, is also thoroughly related.

Complemented by nearly 200 era photographs (many never previously published), the text is much more than a discussion of the swift and stylish automobiles proffered by the venerable Michigan firm.

About Michael E. Keller

Michael E. Keller has been a student of Graham-Paige Motors Corporation for over three decades. He has served the Graham Owners

Club, International as president, is a member of the Society of Automotive Historians and owns a comprehensive collection of Graham-Paige, Paige and Jewett sales literature and memorabilia.

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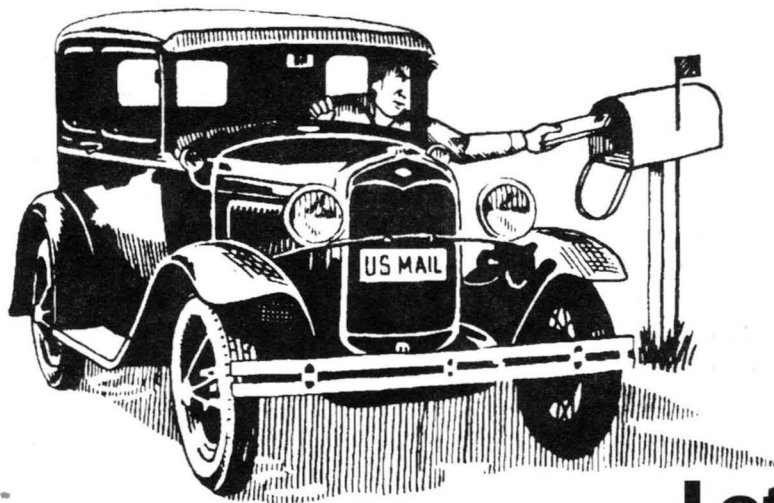


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Letters

When We Die

As the SAH grows it becomes more international. At the SAH dinner at Paris Rétromobile there were members from eleven countries. Your lead article in Journal 208 ("What's Going to Happen to Your Collection When You Die?") was to my mind parochial in that it referred to tax laws only in the USA. Michael Lamm is correct that at one time there was historic motoring material, including cars, thrown away, but I believe such risk is long gone.

The idea of consigning all private collections to museums fills me with horror. The result would be to hide it all in institutions and terminate the interest that we all have in seeking odd items at events such as Rétromobile in Paris where I and so many other members of SAH assembled last week.

Institutional collections in the UK or the USA may be technically available to all researchers, but there is no substitute for having the required book on your own shelf, or even at a friend's house.

I understand that material of any sort donated to our British national museums cannot ever be traded out again, so our Science Museum in London, for example, has many sets of our weekly magazines (The Autocar, The Motor, etc.) whose enjoyment is now zero. Conversely, the closing and dispersal of the Harrah Museum has put many hundreds of cars back into the enjoyment of many hundreds of enthusiasts.

I collect early photographs. It would terminate my enjoyment if all such

were to be lodged in a few institutions where—certainly in England—they may not be properly identified if the curators have less knowledge than we enthusiasts.

I suggest that if there were no mascots, lamps, handbooks, toys, train sets, photos or cars in the market we would not bother to go to Beaulieu or Hershey to look at Datsun hubcaps or rusty modern motorcycles and would seek another hobby. For my own library, cars, etc, I hope they will fill gaps for other enthusiasts' shelves or kindle excitement for new enthusiasts and I will give a copy of this to my sons to keep!

—Bryan Goodman

Changing Tastes in Automobile Design

How will automobile enthusiasts fifty years from now view the styling of today's passenger vehicles? Will some of

the current crop be as appreciated for their timeless beauty as the best works of Loewy, Darrin, Earl, Exner, Mitchell and Walker? Will one or two even make it into the Museum of Modern Art?

Or will the last decade or so be considered a Dark Ages, when styling considerations gave way to the requirements of streamlining to enhance fuel economy and thick pillars for structural rigidity? Will "cab forward" design and New Beetles and PT Cruisers be considered aberrations or evolutions? In other words, is our whole styling aesthetic changing?

I'm moved to these questions after viewing pictures of the forthcoming Chrysler 300C and Dodge Magnum. I was not a fan of the nose-heavy styling of Chrysler Concordes and Dodge Intrepids of recent years and had hoped that their replacements would embody in some way the gracefulness of Virgil Exner's 1955, '56, '57 and '58 designs. Yet the new models seem at first look to move in another direction entirely, back to the chopped-top look of so many '50s customs. The step-down Hudson reborn, perhaps?

Is this squat, hunkered-down look, shared also with the various Hummers and the next Cadillac Seville, the new paradigm? Whether or not you consider this an attractive evolution, a lot of auto company executives are betting that it has commercial appeal.

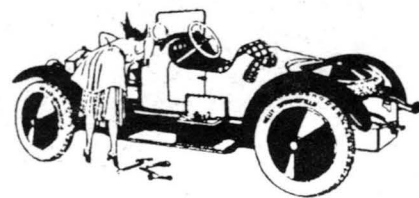
Not having to worry about such concerns, I wish automobile design had been frozen in time, in model year 1953. That year, three of the most beautiful

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automobiles ever made were on sale in America: the Studebaker Starliner, the Kaiser Manhattan and the Jaguar XK-120M coupe (without the fender skirts, with the wire wheels).

They represented no one “look,” but three distinct approaches to design. Are we ever to see the likes of such artistry again or of such elegant details as the ’61–’62 GM A-pillars? Or, with the largest selling passenger carriers in 2003 being trucks, will it even matter?

Remember that “Twilight Zone” episode on the subject of human beauty?

—Pete Whittier

A 1932 Franklin Olympic?

The February 2004 issue of Hemmings Motor News showed a picture ad for a 1932 Franklin Olympic. I was under the impression that it was only in 1933 and 1934 that Franklin made the Olympic as a low-priced model in a desperate attempt to stay in business. It didn't work as Franklin went bankrupt in 1934.

Except for the Franklin air-cooled engine, the rest of the Olympic was almost an “assembled” car, with the bodies coming from Reo and most of the electrical and brakes coming from various divisions of General Motors.

To add to the mystery, the same issue also had a picture ad for a 1933 Reo Royale. Looking at both pictures, I see that the bodies, fenders, etc. look identical, except for the sidemounts on the Reo Royale. The grilles are slightly different and both are slightly pointed; the horns and lights also appear identical.

Several years ago I had a 1933 Olympic coupe. It appears identical to the 1932 Franklin pictured with three minor exceptions. In both cars pictured here there is a dip in the center where my 1933 was straight across. Also the lights on both pictured cars seem to be smaller than those on my 1933. The dual horns appear identical but shorter than those on my 1933, which stuck out further than the bumper.

I hope that some knowledgeable SAH member can clear up the question of the 1932 Franklin Olympic.

—Nelson Bolan

Those Plymouth Limos

With respect to the mention of the Plymouth limousines in SAH Journal 208 (page 2), I offer the following.

Yes, I was aware that Plymouth had marketed some limos during the immediate pre-WWII years. But, I'm certain that Plymouth management had no thoughts of going after the luxury limo market, then dominated by Packard and Cadillac! Recall that GM was also marketing some long-wheelbase taxi models that incorporated a number of 1/2- and 3/4-ton Chevy and GMC truck components at this time. These were really very close to what Plymouth came up with and I'm sure were really intended for what later became known as the “airport limo” type of service.

Was it successful from a financial standpoint? Hard to say, but Chrysler enjoyed quite a good bit of parts interchange back at this time. So, the decision to begin marketing of a Plymouth limo probably resulted in very minimal additional tooling cost.

In the immediate post-WWII years, Chrysler seemed to move more in the direction of serving this “low end limo market” (my term) with DeSoto models.

—Roy Nagel

The article you referred to must be a current one. Too many people today do not understand the body types used in the 1920s and 1930s, so they think any seven-passenger sedan is a limousine.

The cars were actually seven-passenger sedans and were very popular with large families. Many cars had seven-passenger bodies. Most correctly, a limousine would have a division window and usually leather in the front compartment and cloth in the rear to separate the driver from the wealthy passengers. An owner would never drive a car with a division and a leather front seat, but if there were no division and cloth in the front it was possible for the owner to drive. Limousines were usually higher class cars like Cadillac or Packard.

You might also be surprised to find that the 1936–1939 Plymouth offered optional 20-inch wheels and special sus-

pension to allow the cars to be used in rough country. These cars were probably the 1930s equivalent of a modern SUV except with a lot more class.

One of the problems I have with my Antique Classic Limousine Service is very few younger people who call me lately know what a limousine is or what it is for. They think it is a bus to haul a bunch of people and have no concept of luxury transportation. They want HUM-VEEs and Navigators, which are trucks of course. I should get an old Army truck with a canvas roof and bench seats and they would probably love it.

—Jim Schild

Plymouth limousines were generally professional cars, airport limousines, taxis, courtesy cars, etc. Far removed from the prom barges we associate “limousine” with today.

After World War II, Chrysler Corporation continued to offer that kind of car in the Dodge, DeSoto and Chrysler lines. After 1954, domestic factory limousine offerings became an Imperial Division exclusive, and were priced outside the reach of those old occupations.

Plymouth limousines made a comeback as long-wheelbase Coronados sold overseas. There is a fine 1960 example shown in the early scenes of “You Only Live Twice.” My memory is fuzzy, but a second, finless Coronado was parked behind it. So drab, it must have belonged to the Soviet delegation.

—Dave Duricy

I was amused by your comments about Plymouth limousines, and surprised you have not heard of them before. Seven passenger cars were often available from all medium- and high-priced cars from the earliest days, and right up to World War II. Although I cannot recall actually seeing the Plymouth model, Chrysler Corp. literature from the middle 1930's shows seven-passenger cars available in all their cars up to World War II. In movies of the period,

the Dodge and DeSoto models are often seen as taxicabs. So much so, one would suspect Chrysler must have had a good connection with the studios since there seemed to be an almost total exclusion of other makes in many movies.

After World War II, you will recall DeSoto offered a "Suburban" model based on the seven-passenger wheelbase and equipped with a chrome top rack for luggage or other bulky items as standard equipment. The ones I recall all seemed to be painted in a bronze or metallic brown color. These 1946-48 DeSotos are also seen in many movies of that era as taxicabs. A few years thereafter, Chrysler Corp. only offered seven-passenger models under their model names, and the movies started using the Checker cabs more frequently.

All through this same period, Chrysler offered their "Imperial" seven-passenger models, and when fitted with a divider glass, they were designated as limousines. Since their entire family of cars shared similar or same sheet metal in most years, it was very simple to offer limousines across the Plymouth, Dodge and DeSoto lines also. Perhaps our WPC members could find statistics on numbers actually sold.


—Dale Wells

Now Here's a Bargain!

At the beginning of the twenty-first century it seems preposterous that a ten-year-old used car, presumably in running condition would sell for only \$5.00.


Since the customer named on the Heinz Motors invoice to the right paid the three-percent sales tax plus title charge it would appear that he planned on driving the car. The salesman's commission in 1938 was eight percent, which was 40¢ on this \$5.00 car! Apparently the buyer only paid \$5.70, then had to pay an additional 20¢ later (half the salesman's commission). The dealer had allowed the previous owner \$30 trade on this car. We can only speculate why it was worth only \$5.00 when sold.

—Nelson Bolan



HEINZ MOTORS, INC.

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DATE July 26 1938

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SOLD TO Chas. L. West,

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Book Reviews continued from page 11

certainly offset by the contributions and pleasures provided by this book. Only the substantial price is more difficult to ignore, an issue that each potential purchaser must deal with on his or her own. This reviewer's opinion is that this book is a "must" and worth the price for any person with an interest in luxury motorcars and upper class motoring of the 1930s. I know that it will continually be a source of enjoyment to me.

—Matthew Sonfield

SAH News continued from page 6

banquet on July 17th.

Hundreds of thousands of automobiles, trucks, buses and military vehicles were manufactured at Reo's South Washington plant, including the Reo Royale and the Reo Speed Wagon, and thousands of Lansing families were supported by good-paying jobs at "the Reo." The Reo Clubhouse was a community center for social events and recreation for over 50 years.

Although car production ceased in 1936 and truck production in 1975, Reo has not been forgotten by the city of Lansing. For more information about this centennial contact Jim Neal at (517) 332-7366 or jrneal1@loomislaw.com.

Daimler (1896-2002)

Like an elderly maiden aunt on the fringe of the family, shunted off to a distant nursing home to die in solitude, so with Daimler.

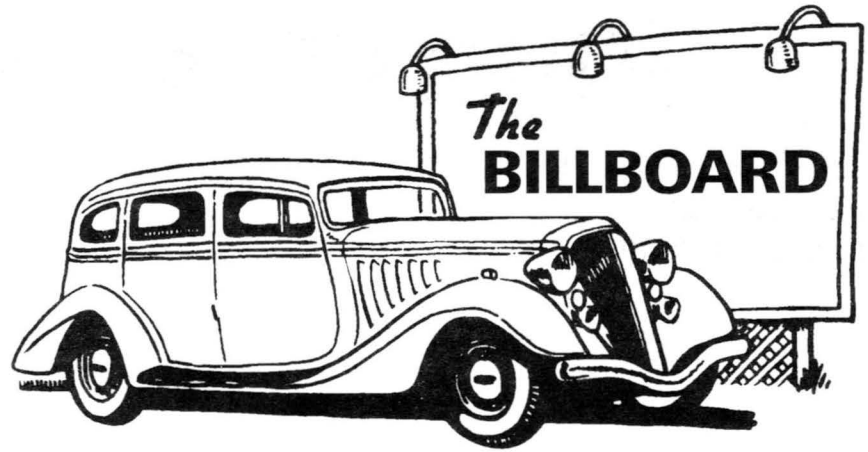
Great Britain's oldest marque, for half a century the equipage of monarchs, apparently expired sometime in 2002. There was no formal announcement from its last proprietor, Ford Motor Company. As part of Jaguar, Daimler was nominally a part of Ford's Premier Automotive Group (PAG). Two years ago, the then-head of PAG, Wolfgang Reitzle, indicated that a super-Daimler was on the way for 2006 to challenge the new Rolls and Maybach. But Reitzle has gone, and so have many of his plans, probably this one as well.

You can find its history in the

Beaulieu Encyclopædia of the Automobile, Volume 1, pages 372–381. In brief, Daimler was independent from its founding in 1896 until 1910 when it was acquired by the Birmingham Small Arms Company, Ltd., maker of the B.S.A. car (and, after 1931, Lanchester). Jaguar Cars, Ltd. took control in 1960, reducing the product line to badge-engineered Jags, with the exception of the vast 4.2 limousine, sometimes referred to as the Lord Mayor's Car. Even that distinction was lost when Ford phased out the limo in the early '90s after acquiring Jaguar late in 1989. The last Daimler was a highly trimmed version of the Jaguar XJ8, retaining a semblance of the marque's once-famous fluted grille. When the new XJ8 was announced in 2002, there was no corresponding Daimler model, and the end seems to have arrived after 106 years. But British cars have a habit of disappearing and reappearing, for example A.C., Lea-Francis and Jensen.

Until that day dawns for Daimler, sic transit gloria mundi.

—Taylor Vinson



Information Wanted 1967–1979 Pontiac Sales Information Bulletins, Car Distribution Bulletins, Dealer Technical Bulletins, Dealer Service Information Bulletins, Zone Technical Bulletins, Order Guide Update Bulletins and any internal factory memos or engineering documents relating to the GTO and Firebird. **John Witzke** 712-322-4697, jmwitzke@prodigy.net

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WHEN IN FRANCE tour the countryside in a Renault, perhaps a Frégate like this one. This Frégate, built in the model's penultimate year of 1959, featured four-wheel independent suspension and Transfluide semi-automatic transmission. It also carried a unique distinction. Do you know what that was? *Kit Foster Collection*