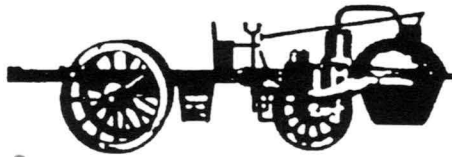


# SAH Journal

The Society of Automotive Historians, Inc.  
Issue 221  
March–April 2006



www.autohistory.org

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## SAH in Paris

The annual February dinner of SAH members and friends at the Automobile Club de France has become a tradition of the Society since the first one was held in 1996. For the 11th edition, 51 attended on February 9th, a near record, and over half of the number that came to the annual dinner in Hershey last October (granted the rain had an effect).

In addition to citizens of the United States, France, Germany and Italy, visitors from Belgium, Finland and Australia came as well. We met in the Salon de Dion and its antechamber for drinks and later enjoyed the best meal I believe we have had.

The dinner was marked by a larger than usual number of awards. *Joe Freeman* presented the Richard and Grace Brigham Award to *David Burgess Wise*, editor of *Aston*, and *Arthur Jones*, the Nicholas-Joseph Cugnot Award to *Gijs Mom*, for *The Electric Vehicle: Technology and Expectations in the Automobile Age*. Two Awards of Merit were presented for books of particular merit published in a language other than English. Two members of the judging committee presented these awards: *Matt Sonfield* to Hubert Bonin and Thierry Grosbois, two of the four authors of *Ford en France et en Belgique*, and *Frank Gump* to Michael Graf Wolff Metternich and Hans-Otto Neubauer, authors of *Sie Bauten Autos*. Count Metternich is 85, and Herr Neubauer, 76 and frail, and we appreciated the effort they made to join us and were honored by their presence. We also appreciated M. Bonin's provision of a couple of dozen copies of his book gratis, to those who were fleet enough of foot to get one.

A grand surprise was the announcement by the ACF that its Prix Historique de l'Automobile 2005 had been awarded to *Monique Chapelle*, the author of *Berliet*. *Dominique Dubarry*, the head of the archives of the ACF presented the award. Both he and the director of the ACF, Hubert d'Honinckthun, expressed their pleasure at being able to receive SAH as guests.

We should also note other honors. Both *Monique* and *Jasmine Borgeson* have been named Chevalier de l'Ordre National de Mérite by the ministers of industry and culture respectively, the former for her 50 years of professional and associated activities and the latter for her cultural activities in Perthuis revolving around her cinema and discussion groups. Finally, member and dinner guest *Claude Rouxel* has once again won the prestigious Prix Bellecour for the book he co-authored with Daniel Carbart, *Delage. la Belle Voiture Française*.



**Monique Chapelle proudly displays the Prix Historique de l'Automobile she was awarded for *Berliet*. With her is Dominique Dubarry. Photo: Marian Savage**

continued on page 4



**Thomas S. Jakups, Editor**

**O**ur American in Paris has returned and Taylor Vinson has provided his usual thorough coverage of the SAH Dinner, Rétromobile and the side trip to Le Mans. I want to thank Taylor and also Marian Savage for her fine photography. We could use a photographer like Marian at Hershey and then I wouldn't have to get bailed out by Bobbie'dine Rodda all the time.

While Taylor and Marian were enjoying themselves in Paris I was sweating out a mini crisis of my own making. Being penny wise and pound foolish I

## Late Winter Odds and Ends

had the mailer use only one tab on *Journal 220*, which also included the Silent Auction catalog. Quite a few of the *Journals* were dismembered going through the U.S. postal system, especially in California and Massachusetts, and I received a number of requests, all patient and good-natured, for complete copies of the *Journal*. Fortunately I had enough extra copies to send out, but for a while I did not know how extensive the problem was and I was worried I would have to go to another printing. I apologize to the members who were inconvenienced and will make sure it doesn't happen again.

Turn to page 4 and you will see a new and improved SAH News graphic. Thanks goes to John Satterthwaite. John is a professional artist who has been drawing and painting old cars and trucks for 35 years. In 2004 AACA held a four-month show of 62 of his paintings in their new Hershey museum. I am honored and pleased that John offered to lend a "fresh coat of paint" to our humble newsletter.

On page 15 you will notice a full Billboard. Connecting members who need something with members who have it is a very important function of the *Journal* and I am glad to see members once again taking advantage of it.

Help! I need book reviewers for the following books: *Haynes-Apperson and America's First Practical Automobile*, by W.C. Madden; *Milt Schornack and the Royal Bobcat GTOs*, by Keith MacDonald with Milt Schornack; *Duesenberg, Racecars and Passenger Cars Photo Archive*, by Jon Bill; *The Complete U.S. Automobile Sales Literature Checklist 1946-2000*, by Kenneth N. Eisbrener; and *Rolls-Royce, The Classic Elegance*, by Lawrence Dalton.

I am looking for people with expertise in the subject matter with a critical and discerning eye toward the way it is researched and presented. The review should run from 400 to 600 words. Please write or e-mail me if you would like to be a reviewer.

—Tom Jakups

# SAH Journal

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Issue 221 March-April 2006



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**April 30th**



**Michael L. Berger, President**

Last October, the Society's Cugnot Award Selection Committee presented an Award of Distinction to Lisa M. Fine's *The Story of Reo Joe: Work, Kin and Community in Autotown, U.S.A.* It was my pleasure, on behalf of the Committee, to offer the remarks that accompanied the presentation of that award. I noted that while technically labor history, *The Story of Reo Joe* succeeds in broadening our understanding of how a city that is economically dependent on auto manufacturing functions and how the automotive industry affects the economic and social lives of the city's inhabitants, especially its blue collar workers. Fine does an excellent job of integrating the history and culture of Lansing into the story of the men and women who spent their lives and supported their families working in the auto industry.

Later that month I submitted my first President's Perspectives column for the November–December issue of this publication. In it I noted that “SAH is a unique organization, combining independent historians, university professors and auto enthusiasts.” In response to that column, one of our Ohio members wrote me to point out the omission of autoworkers under the umbrella of our membership—at least as I defined it. A glaring omission it was, especially considering the Cugnot Award that Fine's book received.

Autoworkers, often unfairly thought of as just “rivetheads,” represent a relatively untouched source of members for this Society. These are people who sometimes have a true passion for the auto industry

## Labor's Love Lost?

and its history, as well as a deep understanding of its impact on their lives and those of their predecessors “on the line.”

Indeed, the lives (as opposed to the union activities) of autoworkers and their families have been comparatively understudied by automotive historians. In a sense, this is merely a reflection of traditional historical myopia, wherein the leaders, be they famous for their political, economic or social exploits, have commanded far more attention (in print and media) than have the common man and woman.

Nonetheless, in addition to Fine's book, several studies have identified aspects of the lives of those who work on the shop floor that are worthy of additional attention. Brief descriptions of four of those books, chosen more to show the breadth of research in this field than for any other reason, follow. Clarence Hooker's *Life in the Shadows of the Crystal Palace, 1910-1927: Ford Workers in the Model T Era* provides insight into how and why Highland Park, Michigan, was transformed from a small, sleepy village into an industrial boomtown, but is essentially a study of the impact of scientific management and “Fordism” on the work and home lives of the company employees.

Bennett M. Berger's *Working Class Suburb: A Study of Auto Workers in Suburbia* tells the story of a group of 100 Ford workers from the city who, though forced to move in 1957 to suburban tract housing in Northern California as a result of a plant relocation, still retained their working-class views and lifestyle, thus showing that the physical community itself had very little impact on the factory workers' behavior.

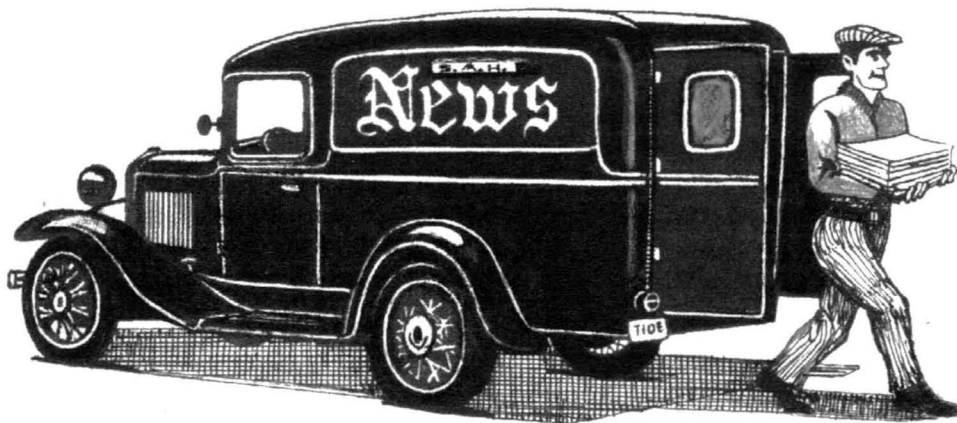
Ronald Edsforth's *Class Conflict and Culture Consensus: The Making of a Mass Consumer Society in Flint, Michigan* traces the impact of General Motors' growth on the work, everyday life and political culture of Flint, using it as a case study to show how the economy changed from a “producer-goods” to a “consumer-goods” one. Edsforth analyzes changes in work-

ing-class consciousness during the middle third of the 20th century, and creates a fresh perspective on the ways in which autoworkers organized their economic activities, social relationships and politics.

Kathryn Marie Dudley's *The End of the Line: Lost Jobs, New Lives in Postindustrial America* focuses on the 1988 closing of the Chrysler (formerly American Motors) assembly plant in Kenosha, Wisconsin, and the socioeconomic disruption that it caused. Dudley is particularly adept at portraying the difficult and often confusing process of change experienced by autoworkers caught in the clutches of economic transition, a process in which the idea of economic progress can come into direct conflict with that of financial security. (This is a phenomenon that is still very much with us. Witness the retirement benefits quandary with which the Big Three American auto makers are currently wrestling.)

What all five of the books briefly described above have in common is attention not just to the assembly line experience of autoworkers, but also to their social, economic and political lives outside the factory, often in company towns or in residential areas that draw their lifeblood from the auto industry. This has not always been a negative experience, and there are many past and current autoworkers who feel a true kinship to the automobile (both physically and symbolically) and to the life it created/has created for them. These people have deeply personal stories to tell about the motorization of life and we should encourage them to share their experiences with others. SAH could serve as a home for them, in the same way that it has for independent historians, university professors and auto enthusiasts. Indeed, many autoworkers might classify themselves as members of the last category. They are yet another group to whom we should reach out and welcome under the SAH umbrella (and the Hershey tent).

—Mike Berger



• **SAH News continued from page 1**

The program concluded with a short talk by the well-known American collector of historical race cars, Fred Simeone, who was introduced by *Dave Brownell*. Fred's subject was "Why We Collect." In his view, there are five reasons for collecting, some more admirable than others, ranging from vanity to the desire to preserve history.

One mark of a successful dinner is the length of time people stay afterwards to visit with friends old and new. This year, more than usual seemed to stay, the last of us leaving at 11 P.M. Plan to put this February event on your calendar for next year!

—Taylor Vinson

**Rétromobile 2006**

This year marked the 31st edition of the largest old-car show in France. It is held indoors and not subject to the Noachian deluges of its American counterpart in Pennsylvania.

This year's theme was "A Century of Advertising." For its part, Rétromobile management had organized a room for screening advertising films. These included several from Peugeot in the '30s, Renault in the '50s, Berliet trucks in the '60s, as well as a Tatra 603 from the same period. The organizers also displayed publicity vehicles used in Tour de France publicity caravans. The most impressive of these to me was the *Nain Gourmand*, the flagship of the caravan in 1956. This was a machine four meters

high built on a Renault truck chassis, constructed by Mesmacques, the coach-builder in Armentières, with an approximation of a human face. Others favored a Michelin camionette from the '30s built on a Morris chassis, which served as a tire repair station along the route.

The stands of the current principal French manufacturers Renault, Peugeot and Citroën are a distinctive feature of Rétromobile. Peugeot, with the help of its 14 associated Clubs celebrated the 200 series, from the '29 201 to the '85 Turbo 16. Renault observed the 60th anniversary of the 4CV and the 50th of the Dauphine. Lancia quietly turned 100. The Amicale de Dion Bouton proclaimed the 150th birthday of the august Count, showcasing an '02 of the marque. A small display of motorcycles provided variety, a streamlined '33 Majestic easily the most eye-catching.

In recent years the show has lacked the élan it had when Blackhawk was a principal exhibitor with such vehicles as the Mormon Meteor. Unlike years past, there were no Voisins or Salmsons around; the cost of exhibiting on a yearly basis has become something that small marque clubs can no longer afford. But the beauties of the past would not have overshadowed the standout car this year: Louis Delage's personal car, a pearlescent '37 Delage D8 120 with aerodynamic bodywork by Pourtout which won the Louis Vuitton Classic Concours award at Pebble Beach last year.

For the fifth consecutive year Christie's held an auction on the show floor. Among the cars was a pre-Pope-mobile, a '58 FSO Warszawa that belonged to the then-Bishop of Krakow.

As those of you who have been to Rétromobile know well, old cars are not the whole story. In addition to the manufacturers and marque clubs, there are restorers, literature dealers, book sellers, repair parts and original art. Best of all, there are the encounters, chance or planned, with friends and acquaintances, and a number of wine bars and restaurants on the show floor to which one may repair with them to celebrate our love of automobiles. Vive Rétromobile!

—Taylor Vinson



Michael Graf Wolff Metternich and Hans-Otto Neubauer, authors of *Sie Bauten Autos* acknowledge their Awards of Merit as presenter Frank Gump (center) looks on.  
Photo: Marian Savage





**Hubert Bonin and Thierry Grosbois, two of the four authors of *Ford en France et en Belgique*, which received an Award of Merit. Photo: Marian Savage**

## SAH Visits Le Mans

On the cold morning of February 11th 14 members of SAH and their guests met at the Gare Montparnasse for the hour's TGV trip to Le Mans. Francis Piquera, director of the Musée Automobile de la Sarthe, had e-mailed us that we would have an English-speaking guide for our tour, but we could not have guessed that it would be Hervé Guyomard, director of the race course itself.

The museum stands to one side of the course with the famed grandstands several hundred yards away. Before there was a race course Le Mans was noted for being the home of the early steam pioneer Amédée Bollée and his sons Léon and Amédée, Jr. Bollée first won fame in 1873 with his steam-powered 12-passenger omnibus, l'Obéissante. Two years later the machine chugged from Le Mans to Paris, the first such trip by a self-propelled vehicle. A section of the museum is occupied by several of the Bollée vehicles, the earliest dating from 1894 (after that, the company favored internal combustion engines). There is also a film, made in 1923, of Léon piloting l'Obéissante on the 50th anniversary of its original run.

The greater part of the museum is occupied by passenger cars (mostly French), arranged according to the French classification of vehicles: Ancêtres (1885–1904), Vétérans (1905–19), Vin-



**Gijs Mom, winner of the Nicholas-Joseph Cugnot Award for *The Electric Vehicle: Technology and Expectations in the Automobile Age*. Photo: Marian Savage**

tage (1920–30), Post Vintage (1930–39), Classiques (1940–59) and Modernes (1960 and after). The oldest vehicle on display is an 1885 de Dion-Bouton-Trépardoux dog cart. The collection of pre-1940 cars numbers about 50.

A separate section is given over to such cars of Jean-Albert Grégoire as the Tracta, Amilcar Compound and postwar Grégoire, Hotchkiss-Grégoire and Socema Turbo experimental vehicle. Several display cases are dedicated to sketches and effects of M. Grégoire.

By comparison, the display of race cars is small, no more than two dozen. The oldest is a '23 Vinot et Deguingand, which raced in the first 24 heures du Mans. Other noteworthy older cars



**Joe Freeman presents the Richard and Grace Brigham Award for automotive periodicals to David Burgess-Wise, editor of *Aston*. Photo: Marian Savage**

include a '24 Bentley of the type that won the race that year, a '25 Chenard & Walcker "Tank" and a '27 Salmson 1.1L. My personal favorites were a sporty '37 Simca Cinq (modified by Amédée Gordini) and the eternally handsome Ferrari 166MM, which won the first postwar race in 1949.

The Le Mans area was the location of competition long before the race for which it has become world renowned, as explained in the museum's informative 52-page catalog. Long-range, the museum is considering shifting its emphasis to developing displays and acquiring vehicles that demonstrate the history of racing in the Sarthe. In order to do so, half the cars on display may have to be sold



**An upclose look at the race cars in the Le Mans museum. Photo: Marian Savage**

or returned to their owners. One hopes that they can reach this admirable goal without having to dispose of too many of the teuf-teufs. With the closure of the displays at La Défense and Pantin in Paris an automobiliste must travel to Mulhouse Compiègne or perhaps Rochetaillée to see an equivalent assemblage of French passenger car patrimony.

At the suggestion of *Peter Heilbron*, M. Guyomard was our guest for lunch at Le Casque, a short ride. Aviation had been another of the Bollée interests and the restaurant is only meters away from the field where Wilbur Wright conducted his first flight in France, in 1908, at the invitation of the Bollées. The day ended with a trip to the old town area to visit the Cathedral St-Julian and the 22 acres of half-timbered houses that surround it.

The day had been, as the French guides say of exceptional restaurants, *vaut le voyage*.

—*Taylor Vinson*

### **SAH Session at AHA a Great Success**

When SAH was accepted as an Affiliate Society by the American Historical Association in 2003, we qualified for participation in AHA's annual meetings. AHA, the primary "umbrella organization" for practicing historians in the United States, has over 14,000 members from the academic,

library and museum and independent historian communities, and annual meetings host several hundred sessions on a myriad number of historical topics.

At the 2004 AHA annual meeting in Washington, DC, SAH fielded an information table, facilitated by Director *Michael Bromley*. While exhibiting a nominal presence in the midst of so many historians, Michael reported his time there as productive and enlightening.

At the 2006 AHA meeting, held January 5–8 in Philadelphia, SAH went mainstream, organizing our own session concerning our *raison d'être*. Organized by Director *Pat Yongue* and chaired by President *Mike Berger*, the session, "Making Cars, Making History: The Automobile's Impact on United States National Identity" presented four papers to an audience of interested members and non-members.

Ford scholar *David Lewis*, professor of business history at the University of Michigan, spoke on "The Public Image of Henry Ford: A Twenty-First Century Perspective."

His presentation was followed by "The Socialization of the Automobile in Satire in the Early Motor Age," by *Michael Bromley*, an independent scholar.

*Craig Pascoe*, of Georgia State College and University explored "The Small Automobile Manufacturer and the National Marketplace: The Anderson

Motor Company, 1915–24," an examination of the difficulties of manufacturing automobiles in the South.

*Deborah Clarke*, associate professor of English and women's studies at Pennsylvania State University, presented "Automotive Citizenship: Gender, Ethnicity, and American Identity," drawn from work on a forthcoming book.

The audience, attracted primarily from the listing in the meeting program, nearly filled the room. A lively discussion ensued, to the extent that the session greatly exceeded its allotted time. In addition to the chair and panelists, members attending included *Arthur Jones*, *Kit Foster*, *Jack Owens*, *Tracy Busch*, *Rick Shnitzler* and *Carla Lesh*. AHA meetings are typically short on technological history. The enthusiasm at our session indicates that the automobile may finally be accepted as part of mainstream history.

Plans are now formulating for a presence at the 2007 AHA annual meeting, being held in Atlanta. Interested members should contact *Pat Yongue*, chair of SAH's Committee on Academics, [plyongue@uh.edu](mailto:plyongue@uh.edu).

—*Kit Foster*

### **SAE History Committee News**

The Society of Automotive Engineers' (SAE) History Committee, which was inactive for several years, now has been reorganized. Under the chairmanship of *Barbara Fronczak* the new committee has adopted a vision statement to guide its efforts. The committee seeks "to present mobility history so that the past clarifies the present and helps guide the future for SAE members, potential members and other interested parties."

The committee's program involves encouraging research and presentation of historic materials at the annual SAE Congress and other appropriate SAE venues. The initial session of the new committee was held in Detroit on April 12, 2005, in conjunction with the celebration of the 100th Anniversary of the Society of Automotive Engineers.

This year the committee will again conduct a history session at the SAE

*continued on page 10*



**Our intrepid band of pioneers: SAH's inaugural session at an AHA annual meeting was conducted by (l-r) David Lewis, Deborah Clarke, SAH president Mike Berger, Craig Pascoe and Michael Bromley. Missing from photo is session organizer Pat Yongue. Photo: Arthur Jones**

# The Result of an Ad

By Arthur Jones

"An advertisement in *Cycle and Automobile Trade Journal* 21 years ago made possible the winning of the Dewar Trophy by the Cadillac. This story is told in an unsolicited but highly appreciated letter from F. S. Bennett. It was Mr. Bennett who read the advertisement 21 years ago. This half-page advertisement for the single-cylinder Cadillac so impressed Mr. Bennett that he took steps immediately to make arrangements to introduce this car into England. His letter came to William E. Metzger, then sales manager for Cadillac, and the desired arrangement was made."

**D**oes the article above, titled "The Result of an Ad," from the December 1924 edition of the *Automobile Trade Journal* sound familiar? It should, for it was extensively quoted in Arthur Pound's *The Turning Wheel: The Story of General Motors Through Twenty-five Years*, published in 1934. Since that time it has been accepted without question by generations of Cadillac historians and quoted, usually without credit. But, did it really happen this way? Could there have been more to the story?

In the final years of his life, Wilfred C. Leland took the opportunity to put in writing memories of his career and of the early history of the Cadillac Motor Car Company. The manuscript has been preserved in the National Automotive History Collection at the Detroit Public Library. This is what Mr. Leland had to say concerning the first contacts between his company and F. S. Bennett.

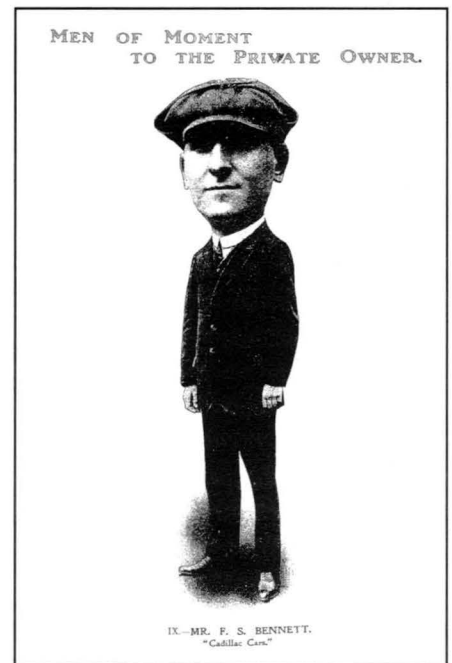
"We entered one of our 1903 cars in the New York show that year. Our sales manager, William Metzger, was so sold on the quality and exact performance of the one-cylinder car that he took orders for over 1000 cars when there were scarcely a dozen made ahead. At that same New York automobile show a young man from England was attracted by our little car. He decided to look up the Detroit factories and investigate their products. Mr. Frederick S. Bennett was impressed with the orderly, craftsmanlike workmanship prevailing at the Cadillac plant. Mr. Bennett says that it was the exacting emphasis on construction and quality at the Cadillac plant that decided him on choosing one of Mr. [Henry] Leland's cars to take back to London with him. A mutual regard between the two men then began which developed into a warm friendship through the years."

F. S. Bennett was born on April 21, 1874. He was educated at public school in Liverpool, apprenticed to London and North-Western Railway at Crewe, then became chief resident engineer at the St. James and Pall Mall Electric Light Company. In 1902 he was appointed works manager at the Oldsmobile Company of Great Britain by its general manager, Frederick Wells Peckham. It was at this time that he acquired his first car, a curved dash runabout.

Bennett was not a man of large fortune and it is possible that he traveled to New York as a representative of his employer. On his trip to Detroit he could also have visited the Olds Motor Works at Lansing nearby. Although he may have placed his order for the Cadillac at the time of his visit, the car was not shipped until June 4th when it was sent to the Cadillac Company of New York for transshipment to England. He may have needed to obtain the approval of Mr. Peckham to confirm the transaction.

In the first years of the century the curved dash Oldsmobile was enjoying a big success on the domestic and foreign markets, selling more than one quarter of its production overseas. Peckham might have had little interest in taking on a similar, although better constructed American runabout in competition with his principal line. However, later that summer, the Oldsmobile agency was taken from him and given to another firm. At that time the sample Cadillac arrived, the first Cadillac in England, and Bennett began his campaign of entries in competitive trials to bring the car to the attention of the public.

On September 10, 1903, the Cadillac was introduced to the London market by Anglo-American Motor Car Company, successors to Oldsmobile



Company of Great Britain. F. S. Bennett was listed as manager. Mr. Peckham sold his share of the partnership to pursue other interests. To be able to secure the agency, Bennett would have needed financing and

"The Cadillac's a Clutch" "Best I Ever Saw"  
 "Don't See How They Can Do It for the Money"

The above are but few of the expressions heard from the LARGEST and best-informed dealers concerning

## The CADILLAC

Do you wonder? It lists at \$750 and is as good as it looks; with tonneau, \$850. If you're wise you'll write us NOW. Even a large production won't go all the way round.

**This List of SELLING AGENTS tells the story:**

The Cadillac Co. of New York, New York City	Quartermaster Corp., St. Paul, Minn.
The Cadillac Co. of Illinois, Chicago, Ill.	New Jersey Automobile Co., Newark, N. J.
John Wasson, Philadelphia, Pa.	W. W. K. Co., New York, N. Y.
William E. Metzger, Detroit, Mich.	A. T. Wilson, New York, N. Y.
The Essex Automobile Co., Minneapolis, Minn.	E. V. Campbell, St. Louis, Mo.
The Grand Motor Co., Indianapolis, Ind.	Norfolk Automobile Co., Grand Rapids, Mich.
American Cycle Mfg. Co., Boston, Mass.	F. O. Bailey, Farmington, Conn.
Cleveland Automobile & Supply Co., Cleveland, Ohio	The National Automobile Co., Chicago, Ill.
American Cycle Mfg. Co., Washington, D. C.	Houghton Equipment Company, Grand Forks, North Dakota
Center Motor Vehicle Co., Buffalo, N. Y.	The Parkman Cadillac Co., Dayton, Ohio
Oscar S. Lear, Columbus, Ohio	

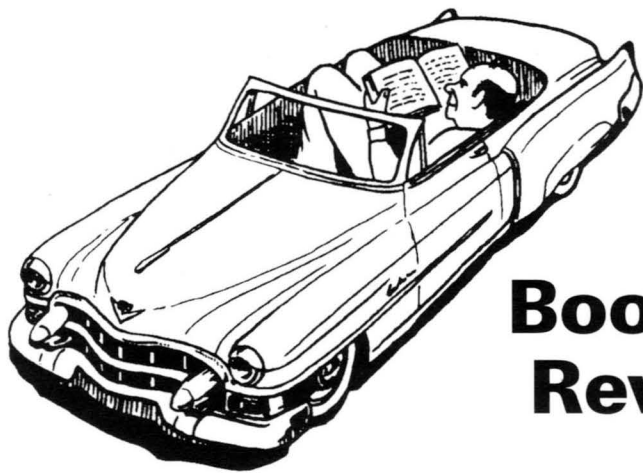
## CADILLAC AUTOMOBILE COMPANY

DETROIT, MICH.

WILLIAM E. METZGER, Sales Manager

we believe a silent partner was involved. William Metzger had much to do with this and, in 1905, told a reporter that "Cadillac opened a very large agency in London; in fact, I got it started when I was in Europe a year ago."

continued on page 10



## Book Reviews

• **The Jordan Automobile**, by James Lackey 2005, ISBN 0-7864-1667-X. Hardbound, 179 pages, profusely illustrated (including a 16-page color section). McFarland Publishing Co., Box 611, Jefferson, NC 28640 \$49.95

Without any doubt one of the finest, most carefully researched single-make “autobiographies” I’ve ever seen. My only criticism is that coated paper should have been used. This would have brought out the smaller details in the photos. But it is obvious that a great deal of work and time brought the book to its finished form.

Ned Jordan had been producing Jordans since 1916 and had created a solid, sensible car with lines a bit ahead of the time. Jordans stood out and they were noticed by other motorists who doubtlessly liked their appearance. This was a car that could sell itself. They kept up with the existing styles and were regarded as one of the better assembled cars in the motoring milieu.

Its big break came in 1923. Ned Jordan had worked at a number of different things, advertising and public relations among them. He was a brilliant man with an imagination to match. The Jordan ad in the June 23rd issue of the *Saturday Evening Post* was so outstanding that it is quoted today in the advertising field. In the ad was a speeding Jordan roadster, a young lady at the wheel, and the phrase “Somewhere west of Laramie . . .” with a reference to the Jordan Playboy.

“One of the most enduring bits of advertising . . .” author James Lackey writes. It sure was!

From that point on a goodly number of ads of similar form followed year after year—the young gal, the Playboy, the speed, the phrase and some of the most catchy—even seductive—brief prose, all aimed at the gentler sex such as a Playboy owner and her beau. There are a great many collectors of such ads and it takes considerable hunting to find one.

Jordan wrote the ads assisted by a group who had the talent to match his style while carefully picked artists were hired to draw the picture that was done to accompany each ad.

Take away the advertising and carefully planned salesmanship and the Playboy was in fact just a routine Jordan roadster painted red! But those ads helped sell a lot of Jordan cars of all models, open and closed.

The company was always ready to update a line or make changes and numerous Jordan owners traded in their used Jordans for new ones and affluent parents kept on giving their daughters and sons new Playboys as graduation presents.

But dark clouds appeared in the up-to-then cloudless sky. The company decided to market a small Jordan, which few liked. The larger corporations began squeezing out the independent manufacturers by developing equally good and attractive cars at lower prices. By 1931 it was all but over for the Jordan. It was able to build 262 cars for 1932 using up parts and marketing the cars as 1932 models.

In these final years Jordan brought out an ultra-modern designed roadster and sedan at \$5,000. One wonders, Why? Termed the Model Z, less than a dozen were made.

All in all Jordan had its place in the sun for 15 years selling thousands of excellent automobiles. Its immortality, however, was guaranteed by the gal in the speeding car somewhere west of Laramie.

—Keith Marvin

### **American Car Spotter’s Bible**

**1940–1980**, by Tad Burness, 2005, ISBN 0-89689-179-8. Softbound, 790 pages, over 8,000 color illustrations, 5 lbs. KP Books, 700 E. State St., Iola, WI 54990-0001 \$29.00

It has been several years since I added “weight” to a book’s specifications, but a glance at these specs will tell the reader why. A five-pound book isn’t commonly encountered in the automotive line and seldom worth the price. This is an exception!

I’m sure that a good percentage of SAH members know who Tad Burness is and what he does. For those who don’t, Burness is a talented pen-and-ink artist and is most knowledgeable in automotive history. He is the author of 28 books and is widely known for his newspaper column “Auto Album,” which is widely circulated.

A large number of his books have covered motor vehicles of every stripe accompanied by an historical sidebar story with black and white illustrations of the subjects therein. This gigantic collection shows the material in full color, not only the cars themselves but virtually anything to do with them such as interiors, dashboards, grilles, cutaway sketches and many other automotive bits.

And this isn’t all the pages show. Scattered throughout is information on production figures, wheelbases, trunk space, estimated city and highway mileage, number of models in a series and prices. There is abundant coverage of the cars of this era—Chevrolet alone is covered by no less than 78 pages. For those primarily interested in this 40-year period the book is a must.

It was a period that saw the demise of no less than 22 standard brands of American automobiles and a handful of non-standard ones such as the Davis 3-



wheeler and the Hoppenstand. Willys was taken over by Kaiser, which later headed for Argentina. Hudson and Nash joined forces, building their last cars using their names in 1957 and then ending up in the American Motors combine. It was indeed a period of "happenings" and all the makes of cars during that two-score period have been nicely chronicled, in color, by artist Tad Burness.

My only criticism may be simply overreacting, but the book's index seems to be a bit off in keeping brand names apart from series designations here and there, and it is not entirely alphabetical. As an example, some of the Chevy series are indexed alongside brand listings whereas other series appear under the Chevrolet listing itself. Other cars appear out of alphabetical order, such as the Checker pages being listed between Chevrolet (as a brand) and Chevelle.

On the other side of the coin it is a remarkable undertaking and beautifully set up, giving the reader lots and lots of information that will take lots and lots of time to read, study and learn from.

—Keith Marvin

**Karl Maybach – seine Motoren und Automobile**, by Dr. Harry Niemann, 2004, ISBN 3-613-02457-8. Hardbound, 292 pages, approx. 300 illustrations in black-white and color, text in German. Motorbuch-Verlag, Stuttgart, Germany. Euro 49.90 (approx. US\$65) + pp

The launching of the new Maybach by the DaimlerChrysler Group was a welcome and appropriate reason to write a complete and thorough biography of Karl Maybach. Harry Niemann, since 2001 chief of the enterprise history and the archives of the Group, is a well known automotive historian and writer. Among the many publications he has authored is a biography of Wilhelm Maybach the creator of the first Mercedes. Karl, the son of this legendary, gifted engineer and designer made their family name famous. The superb luxury cars of the classic era were appreciated world-wide for their design, quality and performance. Less

well known is the Maybach production of high-efficiency engines for ships, airplanes, locomotives, tanks, buses and commercial vehicles.

Apart from the wealth of documents and information available in the archives of the DaimlerChrysler Group, the author has found many hitherto unpublished facts and pictures owned by the family as well as in private and public collections. He has written a fascinating biography of the man starting with his childhood and proceeding to his formative years as a professional and his success as an engineer.

The various Maybach car models are described in detail with technical specifications and many illustrations. There are also various facsimile prints of prewar Maybach advertisements and sales literature. Some beautiful coachbuilt cars are pictured. A separate chapter deals with the successful engines which found many applications in peace and war time.

Little known facts give inside views into the personal, family and professional life of Karl Maybach. The last chapter deals with the new Maybach 57 and 62, their development, specifications and marketing by the DaimlerChrysler Group.

A very detailed, five-page list contains the literature used as sources and is suitable for in-depth study. The two indices on persons and subjects are most helpful for quick reference finding.

There are various books and many articles published on the majestic May-

bach cars. The best known are those by Michael Graf Wolff Metternich and on the coachbuilt models by Spohn, Ravensburg by Gerhard Mirsching. This new, very carefully produced book contains a well-written biography of Karl Maybach, a thorough history of the company and its products, with much new information. It will be a most valuable addition in the library of any connoisseur of the finest cars. Warmly recommended.

—Ferdinand Hediger


**My Forty Years with Ford**, by Charles E. Sorensen, with Samuel T. Williamson, 2006, ISBN 0-8143-3279-X. Softbound, 352 pages, 45 illustrations. Wayne State University Press, www.wsupress.wayne.edu. 800-WSU-READ. \$29.95.

Simply to mention that this book, originally published in 1956, is available again is all that needs be said. Henry Ford hired Charles Sorensen in 1905. He retired from the company in 1944. My dog-eared copy of this volume bears witness to frequent references to it. Not only was Sorensen there, but he was instrumental in helping make the Model T, mass production, the \$5 day, the Rouge happen. A most readable book, it is a must for every historian's library—and this first paperback edition is enhanced by a super introduction by Ford historian and SAH stalwart, David L. Lewis.

—Beverly Rae Kimes

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## **SAH News continued from page 6**

2006 Congress in Detroit. Among the presentations will be ones on historical development of fuel cells; the postwar car: anticipation and reality; historic episodes in the first half-century of turbocharging; the first century of automotive coatings; and how Henry Ford and Henry Leland helped shape modern Michigan. Visual displays will include a World War I Liberty aircraft engine, complete with propeller!

The 2006 history session will be held at Cobo Hall in Detroit on Tuesday, April 4th. Information on admission, parking, etc., can be obtained from Barbara Fronczak at [barbfronz@aol.com](mailto:barbfronz@aol.com), 734-225-1417.

—Sinclair Powell

## **Obituary**

### **Vale Errol Archie Beutel (1937–2005)**

Errol was born on the 30th of June 1937 on a farm in Crows Nest outside Toowoomba Queensland Australia. He spent his early days gold prospecting and his love of history led him to become a devoted historian on early motoring and motor dealerships and vehicles in Queensland.

He was one of the foremost authorities on the Republic Motor Truck Company of Alma, Michigan, 1913–1932. He owned a Model 19 Republic truck with a Waukesa motor from 1926. He was a member of the Heritage Truck Association of Queensland, Australia and served as membership secretary. Each year his display of Republic items and memorabilia was a feature of the association's annual truck show.

In his 30 years as a research assistant at the Gympie Forrest Museum in Queensland, Errol worked tirelessly to preserve motoring history and undertook many projects. He was involved in the restoration of the museum's Model 20 WG Republic truck.

Errol is survived by his wife, Lucy.

—Evelyn E. Hill

**Editor's Note:** Part of the obituary was taken from an article written by Keith Mulcahy in the Heritage Truck Associ-

ation magazine *The Heritage Hauler*, Issue 20, and used with the permission of Mr. Mulcahy.

## **24th Annual SoCal Lit Faire**

The SoCal Chapter of the Society of Automotive Historians will presents its 24th annual Literature Faire & Exchange on June 25th from 6A.M. to 1P.M. at the Irwindale Speedway.

The shady grandstand area will be used extensively once again and many large outside spaces are available for vendors requiring more than a 10x10 space. Preferred accommodations will be made for car clubs and special interest vehicles.

The faire is open to vendors of automotive literature only. This includes books, magazines, programs, posters, photographs, drawings and artwork. The faire is also the place to acquire one-offs, small collectibles, memorabilia, sales brochures and entire collections. No cars or parts for sale is allowed.

Admission is free to buyers. For information call 562-693-3580.

—Bob Ewing

## **It's renewal time**

Renewal notices were mailed in January to all members outside the United Kingdom (our UK Chapter handles all membership renewals in Britain). Most of you have responded with dues payments for 2006, but time is short for uninterrupted service of SAH publications.

If you have not yet sent your renewal, or have not received a notice, please don't delay. Send your \$40 check (US funds on a US bank, please) or details of your Visa, MasterCard or American Express credit card to

**SAH**

**1102 Long Cove Road**

**Gales Ferry, CT 06335-1812 USA**

Credit card payments may be faxed to +1 860-464-2614. Please include card number, expiration date and the three- or four-digit security code from the reverse side of the card.

## **3,000 and growing**

SAH reached a milestone on January 24th, when *Steven A. Contarino* of

Lawrence, Massachusetts, became our 3,000th member. Steve, who has interests in Checker, Rolls-Royce, Chrysler Airflow and Nash Airflyte automobiles, found us on the internet, our most productive recruitment method.

It took just short of 36 years and three months to enroll 3,000 members. Our 1,000th member joined 14 years after our founding, number 2,000 another 13 years down the road. It is to our credit that the third thousand took fewer than ten years. As this issue goes to press, total active membership hovers just below 1,000 persons in 44 of the United States, the District of Columbia, and 27 countries.

—Kit Foster

## **From Cars to Art**

With many automobile and automotive related buildings going the way of the wrecking ball, it is always heartening to hear of one being saved.

In Racine, Wisconsin, the Mitchell Wagon Factory, a five-story brick building that dates from 1912, is being converted into loft apartments for artists. It was once the headquarters of the Mitchell & Lewis Company, which made farm wagons and then automobiles before selling out to Nash Motors Company in 1922. Thanks to *Taylor Vinson* for bringing this to the attention of the *Journal*.

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## **Ad continued from page 7**

Bennett did not forget those who had done him favors and in his 1924 letter to *Automobile Trade Journal* stated, "May I be allowed to convey my kind regards to my many American friends who read this little story and whose names come back in such legions that I dare not even begin to mention them. Yes, just one, W. E. (Billy) Metzger, the first American motor man I met and one of my dearest friends today."

Oh, yes, about that ad! It appeared in the February 1903 edition of *Cycle and Automobile Trade Journal*. The New York automobile show was held January 17–24. Perhaps he purchased a copy on his return voyage. ■

# Straight Line History

By Jim Schild

**A**lthough many automobile racing historians are interested in oval track and road circuit racing like Le Mans, Mille Miglia and Indianapolis 500, a significant part of American racing history took place on quarter-mile drag strips. An important aspect of the development of drag racing, especially during the 1960s was the factory supported Super Stock and Factory Experimental competition. The reason for this factory support was the direct connection between the image of the cars on the drag strip and sales of similar cars in the showroom.

The clear leader in factory supported Super Stock competition was Chrysler Corporation. When sanctioning bodies began to change rules and classes in 1962, Chrysler took the challenge and ran with it while other manufacturers backed off. When the National Hot Rod Association made it mandatory that high performance equipment be installed in a standard car on the assembly line, Chrysler obliged and made it happen. By 1963 and 1964, Dodge and Plymouth sedans were available with full race 426 cubic-inch maximum performance packages to anyone who knew how and what to order. The winning image of these drag packages carried over directly to the showroom where sales surged to drivers who wanted to experience the same feeling as their heroes on the drag strip.

By 1965, these efforts to satisfy rules and win races were carried to the limit. Chrysler's Hemi was banned from the long NASCAR tracks so they concentrated efforts on the drag strip. The 202 1965 Dodge and Plymouth 426 Hemi Super Stock package cars were created and built by Chrysler engineers to a level of detail that is almost unbelievable today. There was nothing on these two-door sedans that was not either required by the rules or necessary to make the cars cross the finish line as fast and as quickly as possible. When the NHRA required that windows be made of real glass rather than the Plexiglas used the previous year, Chrysler used 0.080-inch thick Corning tempered glass to save weight. NHRA required that bodies be constructed of steel to eliminate the aluminum and fiberglass parts of 1964 so Chrysler used steel on the front end and doors that was

chemically-milled to about 1/3 of its normal thickness. Even the front bumper was lightweight steel.

The engine, with its true hemispherical combustion chambers, already capable of more than 500 horsepower, was made even better by replacing the previous cast iron cylinder heads with aluminum versions and changing the intake manifold material from aluminum to magnesium. Even the oil pump, water pump and alternator brackets were made of aluminum. Four-into-two-into-one steel tubing exhaust headers directed the gases to a single tailpipe with additional twin side outlets that could be opened for competition.

Since the cars were required to be street legal for Super Stock, the 1965 Dodge Coronet and Plymouth Belvedere Hemi cars had a single left windshield wiper, a single horn and a single muffler that was mounted just ahead of the rear bumper for maximum weight transfer. Since a rear seat was not needed for drag race competition, it was deleted in the spirit of a "business coupe interior," also unique to the drag cars. The heater, sun visors, coat hooks and dome light were deleted. The extremes of the engineer's imagination was evidenced by the 105-pound trunk mounted battery and the rear axle that was moved forward one inch (Plymouth) or two inches (Dodge) to improve weight transfer to the rear wheels. All of these modifications were made acceptable because Chrysler gave these cars their own special identification number with a "0" identifying them as drag race cars and made the required 101 of each to satisfy NHRA homologation requirements.

These cars were not just images.

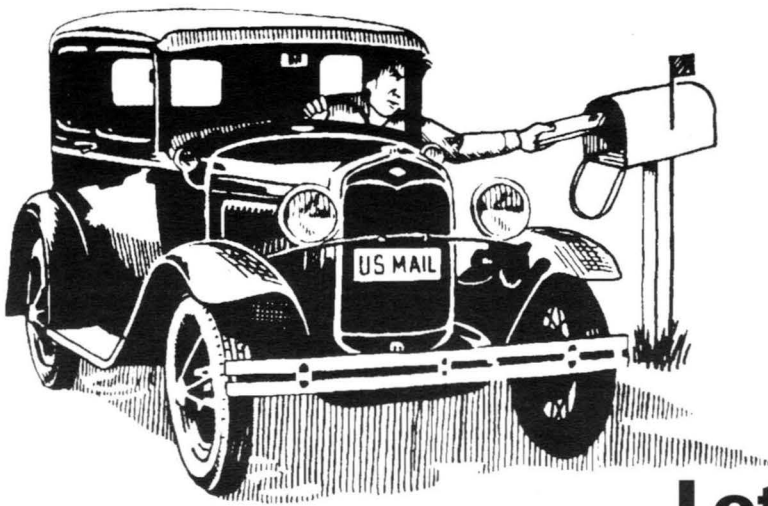
They dominated the Super Stock and Factory experimental classes from the beginning of 1965. The final rounds of the 1965 NHRA Nationals at Indianapolis consisted of only Dodge and Plymouth sedans. Many of these 1965 Hemi cars are still dominating drag strips today while competing in nostalgia Super Stock classes. Most of them are capable of speeds of more than 135 miles per hour at 9.86 seconds in the quarter mile. Although drag race package cars were also offered in 1967 (110 cars) and 1968 (150 cars), none were as complete and ready-to race and win as the 1965 Hemi cars. Never again would a manufacturer go to such efforts to build a completely finished and winning drag racing package.

For 1966 Chrysler decided to carry the "stock" idea a step further and made a detuned 425 horsepower version of the 426 Hemi available in any 1966 Dodge Coronet or Plymouth Belvedere model. This move also made the 426 Hemi engines legal for the NASCAR tracks where they also dominated from 1966 forward. This "Street Hemi" became the scourge of the streets and drag strips everywhere. Young fans of the era could easily spot the distinctive "426 Hemi" badge a block away and the sound of a Hemi running made their hearts pound.

Only about 10,000 426 Hemi-powered cars were built from 1966 to 1971, but the impact the Hemi image had on the youthful drivers of America could not be erased. It took about 25 years, but Chrysler finally realized that it would be profitable to bring back the 426 Hemi and offer it as a fully complete "crate" engine with 465 horsepower. Even at almost \$13,000 each they can't build enough of them.

By 2004, Chrysler (now Daimler Chrysler Corporation) realized that the image of the word Hemi was one of the strongest ever devised. The newest modern 4.7 liter high-tech V-8 engine developed for the Chrysler, Dodge and Dodge truck products had opposed canted valves so someone decided to give it the "Hemi" moniker to take advantage of the heritage and reputation of the old

*continued on page 14*



## Letters

### Additional Insight on Auto Air and Transmissions

In the July–August *Journal*, Nelson Bolan raised some interesting questions about the arrival of refrigerated air conditioning and automatic transmissions in American production cars, as factory installed equipment. I have taken another swing through my archives, including auto sales literature, and have come up with the following. Packard was indeed the first to offer A/C in 1940 and did so through the 1942 model year. A friend of mine recently restored a 1942 Packard formal sedan which still had its trunk mounted air conditioning unit. I recall seeing two 1940 Packards with A/C in the Harrah's collection before the collection was auctioned off. One of these was a station wagon with the air conditioning unit mounted behind the second seat. Packard mentioned A/C in its sales literature.

Chrysler shows refrigerated A/C as an option in the 1941 Crown Imperial catalog. The 1942 DeSoto catalog also offers A/C and shows several pictures (drawings) including one view of the A/C unit in the trunk of a sedan. I could find nothing in the 1940–42 Cadillac catalogs which says anything about A/C, but (as Mr. Bolan notes) there are some indications in the service literature. My dog-eared copy of the 1950 *MoToR Auto Repair* manual, which covers the years from 1935 through 1950 (and which I have owned since I bought my first car

in 1950), actually has a chapter on servicing refrigerated air conditioning. It lists Cadillac, Chrysler and Packard 1941–42 as users, and shows a good quality line drawing cutaway of what is unmistakably a 1941 Cadillac Series 61 sedan with all of the A/C components. As Mr. Bolan notes, none of these early units had clutch driven compressors. World War II blew away air conditioning which did not return to automobiles until 1952 and 1953. Even then, Chryslers did not at first use a clutch driven compressor.

The automatic transmission question is easier. The first fully automatic transmission, meaning no clutch pedal at all and shifting done entirely by the transmission with no input from the driver, except stepping on the gas, was Hydra-Matic. Offered first by Oldsmobile in 1940, it was provided in Cadillac in 1941 and available in Pontiac in 1948. Other users of Hydra-Matic included Lincoln (1949), Nash (1950), Hudson and Kaiser-Frazer in 1951, and Willys Aero (1953). Nobody else came up with a truly clutchless drive until Buick's Dynaflo in 1948, and Packard's Ultra-matic, Studebaker's Automatic Drive and Chevrolet's Powerglide in 1950.

Packard's "Electromatic Drive" in 1941 was a hurry-up response to Hydra-Matic and was nothing more than a vacuum powered automatic clutch used in conjunction with overdrive. The driver switched on the auto clutch, shifted to

second gear and drove about starting in second and shifting to overdrive second by letting up on the accelerator.

Automatic clutches had enjoyed a vogue in the early '30s and continued to be used by Hudson through the late '30s, either with or without overdrive or the infamous Electric Hand pre-selector shift.

The GM Automatic Safety Transmission, developed by Oldsmobile and Cadillac Divisions, was a precursor of Hydra-Matic and was first offered on the 1937 Oldsmobile Eights. Olds offered it in 1938 and '39, and Buick offered it on the 1938 Specials (Series 40). It used a four speed planetary gearbox similar to Hydra-Matic, but still required some use of a foot clutch.

The breakthrough that led to Hydra-Matic was combining a fluid coupling (first introduced by Daimler in 1931) with the automatic self shifting planetary gearbox. The fluid coupling permitted idling with the drive train engaged, and the planetary gear sets permitted shifting under load without letting up on the gas.

Most other systems introduced by competitors during the '40s required some use of a clutch pedal and driver direction of when shifts occurred by letting up on the accelerator. Best known was probably the Chrysler Fluid Drive which required an agonizingly long semi-automatic shift from acceleration gear to cruising gear by letting up on the gas pedal.

Neither the stillborn 1942 Studebaker Turbo-matic or the 1942 Lincoln-Mercury Liquamatic were fully automatic transmissions. Studebaker did eliminate the clutch pedal, but Lincoln did not. Studebaker never got Turbo-matic into production and supposedly all of the Lincolns and Mercurys equipped with Liquamatic were recalled. This recall required replacing the entire engine because of differences in the block casting. I have seen a complete Mercury V-8 engine and Liquamatic transmission on display in a crate at the Towe Museum in Sacramento. By 1954 clutchless automatics were available on all marques.

—Byron Olsen



## Hang On, There's More

Concerning *SAH Journal* 218 I stand corrected on Packard transmissions. Thanks to *Bob Zimmerman* for calling it to my attention. The source I quoted from was an ad for a 1942 Clipper. The ad, showing a blue two-door fastback, mentions that an eight-cylinder model only costs \$55.00 more than the six-cylinder. The transmission was mentioned in a small box that says, "Simplified driving with no jerk—no slip—no creep. Simplified automatic driving at its best! Eliminates gas wasting slip."

• Bob further mentions that the Electromatic cars had a red clutch pedal. I don't know who had the red clutch pedal idea first, but on several models of that era Chrysler also had a red clutch pedal on their four-speed semi-automatic transmission. The only time the clutch pedal was used was when the gearshift lever was moved. Although the same basic transmission was available on a Groucho (DeSoto) and a Dodge, the Chrysler Corporation always referred to it as a semi-automatic transmission. Chrysler then had fully automatic transmissions available on all cars it produced beginning with its 1955 models.

To answer *Ed Hanna's* request for A/C information I offer the following observations: All U.S. automakers, the Big Three as well as the independents, were involved in the "horsepower race" by the mid-'50s. One of the ways to increase engine horsepower, and therefore the car speed, was to increase the compression. The six-volt starters were not strong enough to crank the higher-compression engines under all conditions. The auto engineers switched to twelve-volt systems for 1955 or 1956 models depending on which brand of car was involved. The twelve-volt system was more than equal to the task so there was enough electrical power to run an air conditioning system for many hours at a time.

Well into the the 1970s it was possible to get a "hang on" A/C unit to provide A/C to a car not factory equipped with one. Hang on units were better than no A/C at all, but were no match for the factory units where everything was under

the hood. Factory installed A/C cars came equipped with tinted windows, a higher capacity radiator, etc., as well as a nice "built in" look on the dashboard. It was also possible for a good mechanic to buy a "hang on" six- or twelve-volt universal unit and add A/C to almost any car by getting brackets and hoses, etc. from Walt Disney (Mickey Mouse). The compressor had to be mounted at the front of the engine, of course, which put an extra strain on the front main bearing. When repairs were needed under the hood, extra time and care had to be taken to move the hang-on components out of the way. Probably the most ingenious hang-on installation I have seen was on a 1932 Franklin.

—*Nelson Bolan*

## GM Design Staff is "On Star"

I am concerned about the negative impression about GM's corporate mentality, and specifically that of GM Design Staff, that *Mike Berger* conveyed in "On Star, or Badly Off Course," *SAH Journal*, Issue 220. At the 9th World Forum for Motor Museums, Mike and his associates apparently got a ho-hum, "vanilla" tour of GM's Tech Center. From this experience, he concluded ". . . GM cannot even relate effectively to enthusiasts of the products they manufacturer." (ergo, no wonder they're going down the tube, Sniff! Sniff!)

As a volunteer who helped organize the 2004 Fisher Body Craftsman's Guild Reunion held at the GM Tech Center, I found GM quite effective in relating to us Guildsmen and our families. The reunion was first class and reflected considerable thought, planning and coordination as well as the interaction of retired and working professional design staff personnel.

The first day of the reunion was held on campus and hosted by GM Design staff at the Tech Center's Styling Dome. Over 100 Guildsmen and family members attended with 60 plus of the national award winning models they had designed and made as young students. The red carpet was rolled out for the Guild folks by GM Design Staff with guided tours, auto exhibits, scale model exhibits, refreshments (cocktail party)

and a banquet with speaker and multimedia presentation.

Tours of the GM Design, North Building, included meeting a diverse group of young men and women, summer design interns from all parts of the globe, hearing and seeing their design ideas, seeing them at work on CAD software and working with their hands on 1/5 scale clay models.

A brief tour through the executive design offices, where Harley J. Earl, Bill Mitchell and Chuck Jordan had held the reins of design power, concluded with our arrival at the infamous Styling Dome atrium, or outdoor courtyard, for a social gathering surrounded by many exciting new GM concept or show cars, pre-production and production cars (e.g., Harley Earls' 1938 Buick Y -Job, Buick Velite, Saturn Sky, Pontiac Solstice, Chevy Nomad, Cadillac XLR, Corvette, to mention a few).

This glorious array of GM automotive design prowess and the 60 plus brilliantly preserved "works of art" and historic FBCG scale models exhibited inside, formed the stimulating environment and theme of a catered banquet boosted by the presence of the Spring 2003 Cadillac V-16 concept car and other concept cars. Top tier auto designers and auto design executives—all Guild graduates—Chuck Jordan (GM), Virgil M. Exner, Jr. (Ford), Ron Will (Subaru) and Geza Loczi (Volvo) were present. A key note speech was given by John Manoogian, director of design, luxury cars, about the premier Cadillac brand.

This was followed the next day with an FBCG scale model exhibition for the public at the Eyes on Design (EOD) Antique Race Car Show in Grosse Point Woods at the Edsel Ford Estate. Chuck Pelly, 1954 national award winning Guildsman, was recognized by his EOD colleagues with the presentation of a Lifetime Achievement Award at the Eyes on Design event. Bill Scott, Guildsman '57, '58 and '59, GM designer, and long time member of the EOD Committee, along with Chuck Jordan, were instrumental in infusing the Historic Guild into this automotive venue.

Guildsmen truly enjoyed showing-

off their Guild models and their well-preserved works of art from the days of yore, including the beautiful 1932 1st national scholarship miniature model Napoleonic Coach, made by Gordon L. Drummond and gazed upon by Alfred P. Sloan, Jr., Harley J. Earl and the Fisher Brothers.

This was followed Monday by a tour of the private GM Heritage Center in Sterling Heights led by the Guild's patriarch and leader Chuck Jordan as well as GM designer W. Larry Faloon. Larry had been a special assistant to Chuck Jordan when Chuck ran the design show.

Stuart Shuster, (1952–1960 Guild participant and former GM Designer) whom Mike Berger mentioned in his piece, was a prime organizer of this event and key to obtaining the backing of top GM Design executives. Thanks to John Mellberg, Elia "Russ" Russinoff, Stuart Shuster, Bill Scott, Galen Wickersham, Bob Menking, Paul Tatseos and many other GM Designers-Guildsmen who made this historic event highly successful.

Despite the magnificent interior and exterior architecture within the fenced perimeter of the GM Tech Center, now 50 years old, Eero Saarinen's name, or his son's name, was never mentioned.

The reason for all this dedicated planning, patience, kindness and caring was, to quote Chuck Jordan, "The GM Design Staff cherished the Guild. . . . The Guild and GM were brothers." As a matter of fact, Chuck Jordan tried

numerous times to revive and rejuvenate the Craftsman's Guild program, even up to the day he retired in 1992.

Based on my experience at the Tech Center in June 2004, the answer to Mike Berger's question is unequivocally "On Star." Based on what I observed that weekend, there's nothing "vanilla" about what GM Design Staff can accomplish, only first class, red carpet and top notch!

—John Jacobus

**Editor's Note:** It is wonderful to see the close relationship that still exists between GM Design and the Guild, but GM needs to do more than preach to the choir.

### Not Your Father's Vivaquatre

A Thought on Fred Summers' letter "A Template for Success" in the November/December issue of the *Journal*. From a marketing point of view, I don't think one can compare GM with Renault. The latter has never absorbed other car manufacturers, (apart from their stake in Nissan in 1999) and has no cherished names to lose by having one brand name for all its products. The same, indeed, applied to its French rivals Citroën and Peugeot.

GM, on the other hand, has in Buick, Cadillac, and Chevrolet cherished brands of long-standing, dating from the time when they were independent. Pontiac, though never independent, is a name with an 80-year history. They have far more brand-loyalty than Renault's model names Celtaquatre, Vivaquatre etc, which did not survive the war.

This is not to knock Renault prod-

ucts in any way—they are excellent; we had a 5 in the 1970s which gave very good service. In the post-war years the company did benefit greatly from government help as they were a nationalized business.

One factual point need correcting. The Celtaquatre was not called the Juvaquatre after 1934. The 1463cc Celtaquatre was made up to 1938, but the Juvaquatre was a completely new design, with an engine smaller than any Renault for some time (1004cc) and integral construction of body and chassis. Its styling owed something to the Opel Kadett.

—Nick Georgano

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### Hemi continued from page 11

engines. Soon, "Hemi" was seen everywhere and the catch phrase "That thing got a Hemi?" was heard everywhere. DaimlerChrysler with J.R. Thompson Advertising Company now have a "Hemi.com" web site to be sure that no one forgets where this originated. Chrysler is even offering a 425 horsepower, 6.1 liter version of the new engine in its SRT8 models.

What happened to the rare 426 Hemi-powered cars of 1965 to 1971? They have only recently been rediscovered by collectors who were not necessarily part of the original era but quickly realized that these pieces of history have no equal. Hemi-powered 1971 Barracuda convertibles have recently sold for two and three million dollars and it is not unusual for authentically restored Hemi drag cars of the 1960s to fetch almost \$200,000 at auctions. Some original Hemi race cars are now being restored to their as-raced appearance to fully recognize their contribution to drag racing history.

It has been noted by some historians that NHRA and the multibillion-dollar sport of drag racing would not exist in its present form today if the 426 Hemi engine had not been accepted in 1964. The manufacturer's realization of the marketing power of Stock and Super Stock drag racing in 1965 and 1966 paved the way for professional drag racing and was directly responsible for the creation of Pro-Stock and Funny Car racing. ■

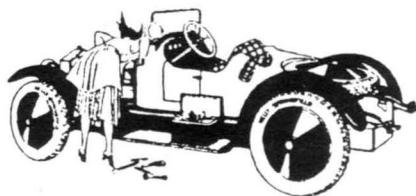
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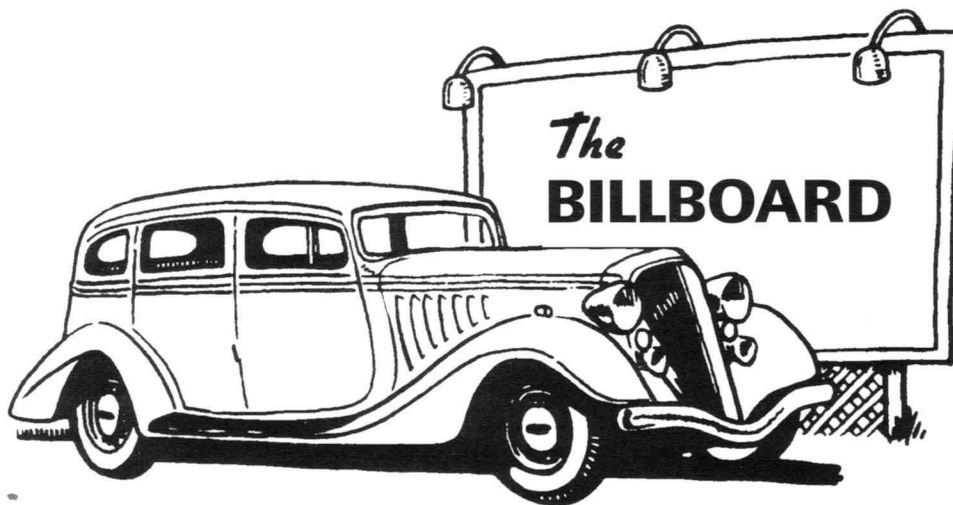
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**Information Wanted** On the Charles Schutte Body Company, Lancaster, Pennsylvania, in operation 1910–1926 including photos, letters, diagrams, whereabouts of any cars that exist today. Known to have bodied many Duesenbergs, Cadillacs, Packards, Rolls-Royces, among others. **Bill Rothermel**  
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**Information Wanted** First, an Austin Sheerline (A-125) was built for the Dutch Royal Family, in 1952, by Pen-nock of The Hague. The car was later sold to William Oxener, a Dutch sales-

man living in Lake City, Pennsylvania. He sold it for public relations purposes reportedly to a cigarette company. Now the car is believed to be in Michigan. Does anyone know its whereabouts?

Second, during the mid '30s Glaser built a number of convertible sedan bodies for Chevrolet. Question is did the coachbuilder build them complete and ready for export or did Glaser produce the convertible parts, sending them CKD

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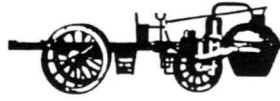
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