

SAH Journal

The Society of Automotive Historians, Inc.
Issue 222
May-June 2006



www.autohistory.org

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Daimler's cousins

By Jerry McDermott

Gottlieb Daimler was a key figure in the birth of the world's automotive industry in the late nineteenth century, and his influence was felt beyond Germany. In this article I will look at the American, Austrian, English and French "cousins" that were affiliated directly with Gottlieb Daimler.

The Daimler era

The turn of the century was an era of creativity, invention and experimentation for the auto industry. Some of the problems automotive pioneers struggled with were where to put the steam engine or the electric motor or the gasoline engine: front, rear or under the seat; chain or shaft drive; tiller or wheel steering. And to compound matters, the carburetor hadn't been invented yet. Into this design quagmire stepped two German engineers, Carl Benz and Gottlieb Daimler.

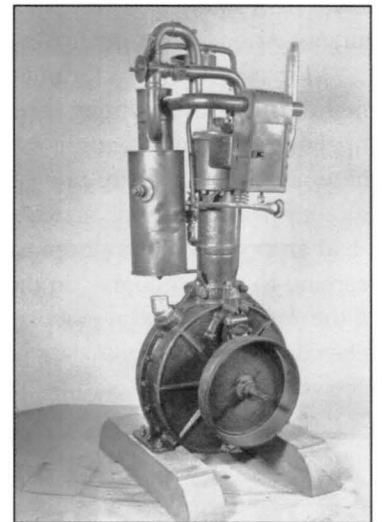
Gottlieb Daimler worked for the Deutz gas engine company. It was owned by Nicholas August Otto, who demonstrated a gasoline engine at the Paris Exposition in 1867 and is credited with inventing the four-stroke engine in 1876. He turned the development over to Daimler and Wilhelm Maybach, a former colleague of Daimler who joined him at Deutz. They left the firm in 1882 and Daimler continued experimenting with this new engine principle while also patenting his own approaches. About the same time Maybach invented the carburetor.

Meanwhile, restricted by the four-stroke Daimler patents, Carl Benz was limited to the two-stroke engine. He equipped a tricycle with a horizontally-mounted single-cylinder engine. In 1894 Benz built the first production car, the Benz Velo. In January 1896 he was granted a patent for his "vehicle with gas-engine drive" and the first successful automobile was born.

About the same time Daimler and Maybach mounted a Daimler four-stroke engine onto a four-wheeled carriage. Two years later Daimler introduced his first vehicles and in 1901 the first Mercedes appeared from Daimler-Motoren-Gesellschaft (DMG). At first Daimler only wanted to produce engines, but he was quite successful in advancing the auto industry.

Austrian cousins

In 1890 the firm of Oesterreichisches Daimler Motoren-Gesellschaft, Bierenz, Fischer & Cie was formed as the Austrian distributor for DMG. In 1899 the name was shortened to Austrian-Daimler Engine Co. and a new company was formed in



Daimler design twin cylinder
12 hp boat engine.

Photo: Mercedes-Benz

continued on page 10



Thomas S. Jakups, Editor

I had a great time in South Bend. In addition to the sessions and tours I found two very fine restaurants. At one I had my first antelope.

I thank the Board for inviting me to sit in on their spring meeting. It gave me a renewed appreciation for the time and effort these fine people put into overseeing our Society. I had an opportunity to listen to and respond to their thoughts on the state of the *Journal*. Board members also relayed to me comments they have received from members.

Seize the moment

I was delighted to receive *John Warburton's* account and photos of the SAHB Spring Seminar (page 8). SAH chapters provide valuable services for members, whether it be a spring seminar or a literature fair, and their actions also promote the Society. So chapters, the door is always open here for your news and events.

I also want to thank *Stuart Blond* for his report on the "Packard Lofts" in Los Angeles (page 9). Like the conversion of the Mitchell Wagon Factory in Racine, Wisconsin, (*Journal* 221 "SAH News") the conversion of the old Packard dealership shows that there is hope for automotive preservationists. The developer's recognition of Packard, in the naming of the building and the prominent display of artifacts, is even more praiseworthy.

Finally my inclusion of the back cover photo is a bit of a personal indulgence. Like many of you I remember back in college making big plans with my friends to go out and see the world, or at least get out to California—a road trip before we settled down to career, marriage, etc. I never made that trip—how many of you did? So I feel admiration and some envy for Philip Ephraim Semel. Well done.

I'm getting a good response to my call for book reviewers. Here is another one: *Walt Hansgen, His Life and the History of Post-War American Road Racing*, by Michael Argetsinger

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

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**Copy Deadline for *Journal* 223
June 30th**



Michael L. Berger, President

Humming along

reminded me of an aspect of automotive history that has been comparatively understudied: the sounds and music associated with cars and motoring.

Even in an area where you would expect such study, that of the automobile's influence on, and portrayal in, popular music, there has been relatively little written. While there have been related articles in mass-circulation magazines and auto enthusiast publications, there has been no book-length scholarly treatment of the subject. In fact, I know of only three books that devote attention to it. Jan Jennings' *Roadside America*, contains a chapter by E.L. Widmer entitled "Cross-roads: The Automobile, Rock and Roll, and Democracy," in which the author maintains that "the automobile has exerted a hypnotic hold on the imaginations of popular songwriters" and traces that development from 1900 to the 1950s music of Chuck Berry and Elvis Presley. *The Popular Culture Reader*, edited by Jack Nachbar *et al.*, includes a chapter entitled "Croonin' and Cruisin'," in which John L. Wright shows how the automobile from its inception was a "vehicle of musical inspiration" for popular songs, and how that expression changed to mirror the times. Finally, *The Automobile and American Culture*, edited by former SAH president David L. Lewis and Laurence Goldstein, contains a chapter entitled "Motivatin' with Chuck Berry and Frederick Jackson Turner," in which Warren Belasco draws parallels between the freedom and escape provided by the open road, as epitomized in the lyrics of Berry's songs (especially "Maybellene"), and Turner's thesis that the existence of the frontier west up to the 1890s provided a safety valve for the pressures of civilization.

This paucity of material on the subject is somewhat surprising, given the long association between motoring

and musical composition. For instance, shortly after the turn of the century, songs such as "In My Merry Oldsmobile" received national exposure. Later, tunes like Bobby Troup's 1940s classic ballad urged us to "get your kicks on Route 66" and, when popularized by Nat King Cole, added another dimension to the transformation of that highway into a piece of American folklore. Jackie Brenston's "Rocket 88," referring naturally to the Oldsmobile model of the 1950s and 1960s, was a song destined to reach first place on the rhythm and blues charts and to make a contribution to the birth of rock and roll. These songs were joined by such other popular hits as "Little Nash Rambler" and "Hot Rod Lincoln." Recognizing the influence of cars on popular music, the Ford Motor Company donated \$250,000 to the creation of the Rock and Roll Hall of Fame Museum in Cleveland.

The automobile has even found its way into the world of classical music. Robert Moran, an avant-garde composer, has written a composition entitled "39 Minutes for 39 Autos," which, among other objects, calls for the use of thirty-nine auto horns and the autos themselves, and another piece called "Titus," which requires an "amplified automobile and players." Similarly, one John Adams has composed "A Short Ride in a Fast Machine," a brief orchestral work. Others no doubt exist.

Like most inanimate objects, the motorcar can appeal to many of our human senses. We can talk and write a great deal about the *look* of a classic car, discuss the *feel* of driving a particular marque and enjoy the *smell* of a new car. Therefore, why can't we seriously study how we *bear* automobiles, both in terms of the sounds they make and the popular and classical music that echoes and influences our experience with them?

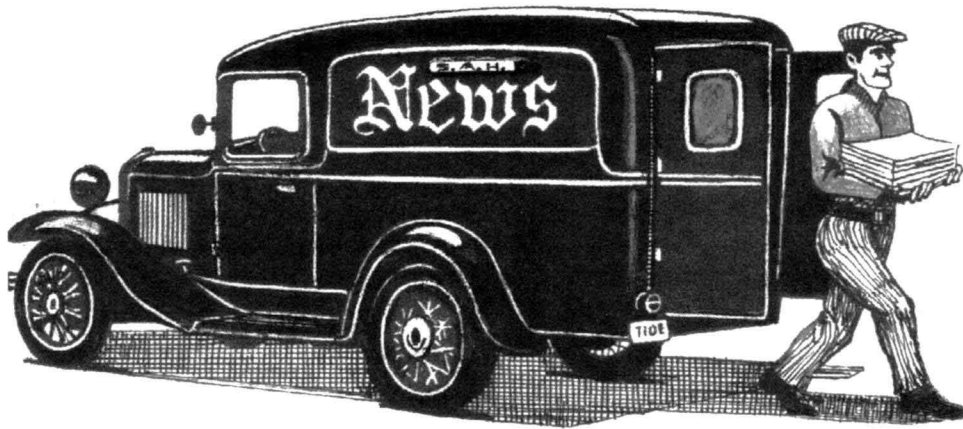
—Mike Berger

I am writing this column shortly after the conclusion of the Sixth Biennial Automotive History Conference, held at the Studebaker National Museum in South Bend, Indiana. It was a most successful conference. Twenty different papers were presented at the SAH-sponsored sessions. Two of these sessions especially caught my eye, or rather my ear.

In a paper devoted to the evolution of the eight-cylinder engine, *Bud Gardner* provided two "musical interludes." In the first, he compared the sound of an in-line, eight-cylinder engine to the Big Band sound of the 1930s and 1940s. In the second, the more robust sound of the V-8 was compared to one of Chuck Berry's songs of the 1950s. In both cases, Gardner cleverly overlaid the actual music and the sounds of the engine to form a type of duet.

Then, in a session devoted to the automotive psychology present in Alfred Hitchcock's 1958 film *Vertigo*, *Dave Duricy* noted how Hitchcock matched an appropriate car to each of the movie's main characters, and how he used engine sounds to advance the storyline. As an example of the latter, the sound of Midge's Karmann Ghia's exhaust pipe expresses her disapproval of the behavior of Scotty as she exits the scene after seeing him with her nemesis, Carlotta.

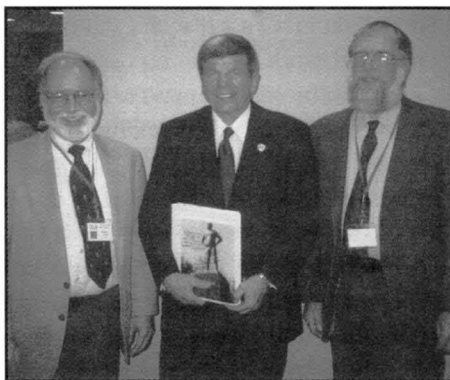
While obviously not the key element of either paper, the inclusion of automotive sounds in both presentations



SAH holds Sixth Biennial Auto History Conference

Studebakers, Notre Dame, Hummers, Knute Rockne, opulent homes. All were on display in South Bend, Indiana, for attendees at the Sixth SAH Automotive History Conference at the Studebaker National Museum. Along with presentations that ran the gamut from “the impact of autos on the American Lifestyle” to “the role of the automobile in the massification and democratization of sport in South Africa,” they made for an enjoyable four days.

Studebaker Museum executive director Becky Bonham and archivist Andy Beckman were our hosts at the new museum, which opened in 2005. Kit Foster in his final go-around as conference coordinator superbly managed the automotive history sessions. Presentations made at the conference will be published in their entirety or



Knute Rockne historian Bernie Kish with SAH president Mike Berger and conference coordinator Kit Foster.
Photo: Tom Jakups

in abstract form in an upcoming issue of *Automotive History Review*.

When not attending the sessions members availed themselves of tours of the Notre Dame campus, the Victorian mansion of Joseph Doty Oliver and two Hummer assembly plants, a luncheon at the College Football Hall of Fame and a dinner at Tippecanoe, the former home of Clement Studebaker. At the Saturday night banquet we were treated to a talk on Knute Rockne, his relationship with Studebaker and the origin of the Rockne automobile.



This 1931 roadster was just one of the over 70 Studebakers on display at the Studebaker National Museum.
Photo: Tom Jakups

Draft of spring Board meeting minutes Studebaker Museum, South Bend, Indiana April 5, 2006

Directors Present: President Michael Berger, Treasurer Christopher Foster, Secretary Susan Davis, Michael Bromley, Robert Ebert, Joseph Freeman, Arthur Jones, Paul Lashbrook, Stanton Lyman, Joseph Malaney, John Marino,

Patricia Lee Yongue. Absent: Vice President Darwyn Lumley

Guests: Tom Jakups, Taylor Vinson, Leroy Cole, Sinclair Powell

I Call to order President Michael Berger called the meeting to order at 9:10 A.M.

II Minutes 10-6-05 Bob Ebert moved acceptance of the minutes. Seconded by Stan Lyman. Passed unanimously.

III President's Remarks Mike Berger announced that Leroy Cole would join us later and that Darwyn Lumley was recuperating. Andy Beckman, archivist of the Studebaker Museum, and our host, welcomed the Board. Arthur Jones had come early, and reported that the archives were exceptional, based on spending six hours in them.

IV Treasurer's Report Kit Foster presented the Balance Sheet, showing a net worth of \$83,134.30. Expenses of \$22,771.52 were offset by income of \$26,783.85, leaving a net of \$4,012.33 for the year to date. Nothing out of the ordinary was noted. Susan Davis moved to file the Treasurer's report for audit. Seconded by Bob Ebert. Passed unanimously.

A. Authority for Officers to make interim financial decisions involving sums of \$250 or less. Kit Foster outlined what had been working, that he saw no need for a change, but wanted to bring to the Board the opportunity to impose stricter standards, should it wish to do so. The Board saw no need to tighten controls, given Foster's success as Treasurer to date.

B. Cost of Liability Insurance: Foster noted that insurance had increased to \$2,458 for general liability, showing an increase related actuarially to the growing size of the membership. This covers insurance for Hershey and other such events SAH might sponsor from time to time. Joe Freeman, Stan Lyman and Foster as a committee sought other quotes and studied the need for liability insurance for SAH at all. J.C. Taylor, best known

for its antique auto insurance, also handles association insurance, and quoted \$1,740. The committee was still waiting for a quote from Haggerty. *Arthur Jones moved to accept the J.C. Taylor quote and that the committee continue its study of the need for insurance and report at the October meeting at Hershey. Seconded by Paul Lasbrook. Passed unanimously.*

V Restructuring Responsibilities for Officers and Board Members

A. Factotum Issue: At the last meeting, Kit Foster described the many hats he wore. He and the Board elected to discuss those that were of neutral or negative weight relative to his responsibilities for possible spin off. Treasurer, membership and merchandise sales all made sense to be concentrated together, and he found it reasonable to keep those responsibilities. Coordinating all Annual Meeting and other Hershey responsibilities were neutral, responsibility he thought others might be able to assume. He has already announced his retirement from running the history conferences, this one being his sixth and final one. He also feels that being Publications Chair is something someone else can do. A task force had been discussed to handle the distribution of responsibilities. John Marino recommended broadening the discussion to include committee and liaison responsibilities of all members, therefore covering items B and C below. *Bob Ebert moved that a task committee consisting of Kit Foster, Joe Freeman, Leroy Cole and John Marino study the distribution of responsibilities, circulate initial findings to the Board in advance, bring some action items to the October meeting, outlining the more complex issues that will need more time. Seconded by John Marino. Marino agreed to chair the committee. Foster recommended taking AHA Liaison out of the mix. Passed unanimously.*

B. Future of Public Relations, Chapter Relations and Audit and Finance Committees. No action taken

C. Creation of AHA liaison: Michael Bromley expressed interest in providing liaison with AHA. Accepted by the Board with enthusiasm.

D. Parliamentarian, Keeper of the By-laws: President Berger suggested we need someone to keep Board meetings on track through attention to the By-laws and Roberts Rules. This function to be included in the Board Responsibilities Task Force committee.

VI Collections: Proposed Disposition Guidelines Past President Freeman will prepare a report with guidelines for the disposition of private collections of archives and photos as people do their estate planning. Freeman is concerned that valuable archive and photo collections are losing their value to history because they are being dispersed and broken up at estate auctions. Upon approval by the Board the guidelines will be published in the *Journal* and/or *Review*.

VII By-Laws Amendments to Article XI to create sections/Special Interest Groups (SIGs) President Berger presented the following amendment to the SAH By-laws, as previously amended through April 1, 2005: *Article XI Chapters and Sections Section I — Chapters and Sections The Society may have Chapters and Sections for the furtherance of the purposes of the Society as set out in Article I Section 1, for the enhancement of membership in the Society, and for the promotion of social intercourse among its Members. A Chapter consists of a group of Members who live and work in a designated geographic area. A Section consists of Members who have a common interest in a specific topic of automotive history.*

The Board voted to add the word *Section*, capitalized, standing for special interest groups, throughout the section on Chapters, Sections to be governed by the same guidelines in the By-laws. *Joe Freeman moved acceptance of the change. Seconded by Susan Davis. Passed with one abstention.*

A. Launching the Motor Sport Section/Chapter: Patricia Yongue and Joe Freeman, both interested in starting this special interest group, will formulate a plan for launching it, to be presented at the October Board meeting. Yongue also expressed concern that this topic be covered in conference sessions.

B. Possible New Region Chapters: All agreed that the standard response for a request would be to send the section of the By-laws dealing with this to any/all who request starting a new chapter.

1. Australia/New Zealand: Matthew Lombard has expressed interest in facilitating the presence of a chapter DownUnder. Freeman volunteered to send interested parties in Australia the By-laws.

2. German and Austrian: Member-generated proposal. [Send By-laws.]

3. Central/East European (based in Warsaw): Member-generated proposal. [Send By-laws.]

VIII Membership Issues

A. By-laws Amendments to Articles II & V Related to Membership and Dues: Kit Foster proposed the following amendments to the SAH By-laws, as previously amended through April 1, 2005:

Article II, Section 3 — Dues: Dues are established by the Board. They are payable on an annual basis, and confer membership privileges for a calendar year. A membership is terminated if a member has not paid dues by April 1. Dues received for any person who becomes a Member on or after September 1 of a year confer membership privileges for the remainder of that year and for the year following.

Article V — Voting Rights: Section 1 — Voting by Members: Each ~~Founding, Life, and Active Member whose dues are paid, and each~~ Honorary Member, is entitled to one vote. A vote may be cast in person or by proxy at any meeting of Members, or by mail for any matter submitted to the Membership for a vote.

Joe Freeman moved acceptance of the changes as presented. Seconded by Stan Lyman. Passed unanimously.

B. Membership Statistics: Kit Foster reported that total membership stands at 1,014, spread among USA (792), Canada (21), United Kingdom (124), Western Europe (47), Australia and Japan (19) and Eastern Europe, S. Asia and S. America (11). Last year, we lost 100, gained 108. The U.K. gained most notably. Attrition seems related mostly to first timers dropping off. Greatest long-term success appears to be among those solicited by active members and directors.

C. 2006 Membership Directory: Kit Foster reported that a new directory will be issued in the autumn.

D. Membership Committee Initiative to Attract New Members: Arthur Jones and Stan Lyman reported that 13 libraries and automotive history research archives have agreed to display Society brochures, with or without the offered acrylic stands. *Joe Freeman moved the Society allocate \$1,000 for the membership brochure. Seconded by John Marino. Passed unanimously.* It was noted that the design, particularly attractive, was nonetheless getting old. Susan Davis offered to contact a designer in Maine for an estimated redesign. The car images don't need to change, so Davis will contact Mike Lamm, who assembled them originally, to send them along. Meanwhile, in order to move forward with Jones's campaign, we have ordered 2,000 more copies of the current brochure. This was mentioned at the meeting, but may not have been a motion.

E. Other related items:

1. Recruitment of Young Members: Adding a poster component to the brochure, identifying and reaching out to schools with history departments, creating a poster for the Student History Prize, working with academic graduate history departments could all work not only to attract young members, but also to validate automotive history (and the

Society by extension) as a career. By promoting the Student History Prize, one can connect the importance of being published on one's curriculum vitae/résumé to attract participation. Mike Berger offered to create a eye-catching poster for academic venues. Berger also offered to approach his graphic arts sources to redesign the SAH brochure.

2. Create "Automotive History as a Career" brochure. No action taken

IX Meetings and Conferences

A. European Meeting and Tour Report: Present participants reported a successful evening with 51 people attending the dinner, third highest ever, also compares well to 83 at Hershey last October. The tour to Le Mans museum was the icing on the cake, including an interesting class of cars called Ancestors, well represented with Bollée and De Dion-Bouton et Trépardoux cars. This event is clearly one of the highlight benefits of SAH membership.

B. SAH/NAAM Conference(s)

1. Possible New Partners for Future Conferences. There continues to be a lack of inclusion and consulting in organizing the conference. Discussion of there being enough interest in automotive history to sponsor a solo conference. Urgency noted if conference is to be scheduled in two years whether with a different collaborator or alone. Mike Berger noted the confluence of interest with the Society for Commercial Archeology (SCA) and the Society for Industrial Archeology (SIA). Stan Lyman noted that NAAM is the only one that deals specifically with the automobile. *Paul Lashbrook moved that SAH initiate its own bi-annual history conference, leaving the door open for others to join. Seconded by Susan Davis. Passed, with Kit Foster abstaining.* [Subsequent deliberations with NAAM revealed the feasibility of jointly sponsoring a conference in Nashville in 2008.]

2. Proposal to Alternate with American History Association. Michael

Bromley reported on the positive experience with AHA in Philadelphia January 5–8 this year. SAH exercised the no-charge option of having a conference room to present. The second available option is to partner with AHA for greater exposure, requiring prepared programs. There is concern that SAH, with fewer than 50 academicians, doesn't currently have a critical mass of academic historians to fill a conference agenda alone. Kit Foster noted that alternating with its own conference and with AHA would give SAH annual conference activity. *Michael Bromley moved that SAH attempt to participate as a society with AHA biennially, if possible to work toward annual participation. Seconded by Mike Berger. Passed unanimously.*

C. 2006 Annual Hershey Meet and Banquet. Kit Foster noted that SAH is due to be back at the Hershey Country Club this year, that the White Field is now history and that the SAH tent will be on asphalt. Paul Lashbrook is looking forward to help from everyone and will be sending out the sign-up sheet in due time.

D. Cost of Attendance at Board Meetings. Depending on location, cost can go as high as \$1,500–\$2,000 per meeting, which may limit the people available to serve on the Board. No solution discussed.

E. Other Related Items:

1. Spring 2007 Meeting (Site and Dates): Arthur Jones, with help from Sue Davis, will look into the Philadelphia-Wilmington area for meeting space and sights. Florida was also discussed. Board members were requested to have suggestions to Mike Berger by May.

2. Policy on "Guests" at Board Meetings: There is currently no policy, allowing anyone with a special interest to petition the Board to be present to discuss a specific issue.

X Publications and Media

A. Publications Committee Report: The Publications chair deferred to reports from the editors.

B. *SAH Journal*:

1. Response to Letters by

Original Author: *Journal* editor Tom Jakups has a policy about not allowing an uncivil tone. The Board confirms that the editor has the authority to accept or reject letters to the editor in order to keep the tone of the publication upbeat and civil.

2. Advice on Writing Automotive History—Member Generated Proposal: Sinclair Powell has written such an article, which was published in *Automotive History Review* No. 34. Joe Freeman recommended the article, listed in the AHR index, be put up on the website. Agreed.

C. *Automotive History Review*:

Taylor Vinson reported that issue 45 is in production and he passed around a proof. Expenses are in line with previous issues.

D. SAH Website:

1. Possible Expansion of Site:

2. Creation of AcadeMail: No

action taken

XI Reports

A. Nominating Committee:

Leroy Cole requested guidance on the dangers of losing good candidates because they are rejected in the voting process because members don't know them well enough to know their qualifications. The Board chose to stay with the tradition of having a slate of six for the open positions to be filled. This year, Pat Yongue has chosen not to run again; Bob Ebert and Sam Fiorani have indicated an interest in seeking another term.

B. Silent Auction: Leroy Cole reported an upward trend in nearly all categories of the auction. There were 468 items, donated by 18 members. Gross sales were \$5,163.50; the catalog cost \$789.48, leaving a net profit of \$4,374.02. Three of five foreign bidders won items. Since 1999, only 1999 and 2001 were more successful.

C. Committee on Academics: Pat Yongue recommended that the Committee on Academics develop a solid knowledge base of conferences, dead-

lines for proposal submission, various levels of participation, etc., at which members may make presentations as SAH representatives. She suggested having members serve as liaisons with organizations sponsoring conferences at which SAH members can participate individually or as a society. Such activity would increase SAH's profile, legitimacy and membership. She would like to see SAH well represented in the Modernist Studies Association, for example, a fairly new and multi-disciplinary scholarly society whose field covers the vintage years of automobile history. Recommendation to try to get at least one major university to support an automotive history chair. Stan Lyman stated that the only way to make that happen was to endow a chair.

1. Report on 2006 AHA Panel Presentation: There was no theme at this trial session, attempting to show diversity of subject area. Michael Berger chaired the session; Michael Bromley volunteered to be SAH - AHA liaison. Presenters included Bromley, Deb Clarke, David Lewis and Craig Pascoe, projecting scholarly rigor, diversity and energy. All deserve public thanks, so noted by the Board.

2. Plans for 2007 AHA session in Atlanta. Tracy Busch put together a jointly-sponsored SAH-AHA session on interwar and postwar automobile/road culture for the next conference, scheduled for Atlanta in 2007. Presenters include Lewis Siefelbaum, Frank Schipper, Bruce Seely and Busch. Two of the sessions will be on Soviet auto/road culture (interwar and post WWII), one on post WWII Yugoslavia auto/road culture and the fourth on the post WWII (US?) interstate system.

XII Awards Nominations close April 15. The method of making nominations should be listed on the website. Sue Davis recommended the method of making nominations be included in every *Journal* as a matter of course. Davis also advocated for committees to be responsible for

press releases for their respective awards and honorees, to be composed of remarks by the award presenter and other such information as fits such press releases, that these press releases be presented to all honorees with their awards. This will assure much broader publicizing of what Davis feels is the crown jewel of SAH. She and Kit Foster will prepare a sample. These press releases can also be listed immediately on the website, further promoting SAH.

XIII Other Business None

XIV Adjournment The meeting adjourned at 4:45 P.M.

—Susan S. Davis
Secretary

By-laws amendments

The SAH By-laws allow amendment by a vote of seven or more Directors, provided that notice is promptly published in *SAH Journal* and members given an opportunity to petition for modification or reversal. The following amendments were voted at the Directors' meeting on April 5, 2006. Petitions must contain the signatures of two percent of the membership (fourteen signatures at current membership level) and should be presented by August 1, 2006. Direct them to the secretary: Susan S. Davis, P.O. Box 77, Kingfield, ME 04947-0077.

Article II Section 3 Dues is amended by changing the words "March 1" to read "April 1," and "October 1" to "September 1."

The first sentence of Article V Section 1 Voting by Members is revised to read: "Each Member is entitled to one vote."

Article XI is revised to read as follows:

ARTICLE XI CHAPTERS AND SECTIONS OF THE SOCIETY

Section I – Chapters and Sections

The Society may have Chapters and Sections for the furtherance of the purposes of the Society as set out in Article I Section 1, for the enhance-

ment of membership in the Society, and for the promotion of social intercourse among its Members. A Chapter consists of a group of Members who live or work in a designated geographic area. A Section consists of Members who have a common interest in a specific topic of automotive history.

Sections 2 through 5 are amended to replace "Chapter" by "Chapter or Section," except for the last sentence of Section 3 (a) (1), which "grandfathers" Chapter members who were in good standing prior to April 6, 1991.

SAH Board announces call to form a new section

At its recent meeting in South Bend the Board of Directors resolved to move ahead with the formation of a new section of the Society of Automotive Historians, devoted to the promotion of research, documentation, writing and preservation of materials on the subject of worldwide motor sport.

Since it was founded in 1969 SAH has always had a strong contingent of members whose primary interest has been in the field of motorized competition. Flowing from the adage that the minute two vehicles lined up side by side there was sure to be a race, from the very earliest times automobile and motorcycle manufacturers engaged in competition to test and market their products.

Many historians have devoted their careers to the documentation of the technological progress and innovation of racing machines, of the enormous skill of the drivers, designers and engineers involved, and of the huge variety of road courses, tracks, beaches and hill climbs where events have been held. Racing has always had a special attraction for many enthusiasts who collect material and conduct research on all manner of topics involving motorized competition.

With this in mind a number of members within the Society intend to petition the Board to establish a section, provisionally named the International Motorsports Historical Group,

which will provide resource material and a forum for those working in the area of motor sport. Former President *Joe Freeman* was charged with the responsibility of gathering names of potential members and putting together an official request to the Board to establish the section. He can be reached at 121 Mount Vernon Street, Boston, MA 02108, USA, 617-723-2661, Fax 617-723-2333, e-mail jfreeman@racemaker.com with any requests concerning membership or suggestions as to how to proceed. It is hoped that the formation of the new section will be completed for the Board's approval at its next meeting in October at Hershey.

—*Joe Freeman*

SAHB spring seminar—Reigate

After the success of the Society of Automotive Historians in Britain (SAHB) gathering in Reigate in 2005 organizer *Bryan Goodman* was asked to repeat the format for this year's Spring Meeting.

Saturday March 18th saw a number of SAHB members gather at Brooklands Museum in Weybridge, where they enjoyed lunch and the constantly improving museum exhibits at this most historic of motoring locations. A 20-minute journey took us to Reigate, where the numbers swelled

until there were some 23 people present at Bryan and Mary Goodman's home. Here the library and, in particular the remarkable collection of period motoring photographs, were the center of attention. The garage contained three veteran cars and Bryan's very rare vintage Amilcar-Italiana, a car which he has owned for over 50 years. British members were joined by *Bob Montgomery* from Ireland and from France, *Halwart Schrader* and *Antoine Vendiesse*.

After further socializing 30 of us sat down to dinner that evening in the Reigate Manor Hotel. Sunday brought out a full complement of 54 members and friends for the lecture sessions in this hotel. This was after a hardy few ventured forth in bitterly cold weather to Epsom Downs before 8 A.M. to see the start of the Pioneer Run to Brighton for pre-1915 motorcycles.

Trojan enthusiast Don Williams spoke first and his talk was illustrated by various artifacts including one of the infamous vee-shaped flexible (slightly) connecting rods. This excellent talk was matched by Ian Walker who presented on screen a number of hitherto unseen period photographs as snippets of the history of the cars and personalities involved in the vintage years of the Sunbeam Company of Wolverhampton.

Ian Polson won the prize for the



Ah, what automotive historians like to do best—the throng at at the SAHB Spring Seminar gather in Bryan Goodman's remarkable motoring library. Photo: John Warburton

light-hearted quiz and after an excellent buffet lunch we returned to the lecture room for two more sessions. Graham Capel gave a detailed account of the early history of Lotus road and competition cars. This was followed by the reminiscences of author and assistant editor of the VSCC Bulletin David Venables. The questions rising from his talk brought to a close a thoroughly worthwhile and most enjoyable weekend—one of two such seminars held annually by SAH in Britain.

—John Warburton

Obituary

Thomas T. Solley (1924–2006)

Thomas T. Solley died April 8 at his home in St. Prex, Switzerland. He was 81.

Tom was best known in the automotive world for “Rolls-Royce and Bentley (1931) Sales Literature 1905–1965,” with the collaboration of Jack E. Triplett and published in 1991 in collaboration with the Rolls-Royce Enthusiasts’ Club. This was a comprehensive 36-page book of its topic, written as authoritatively as an auction catalog. At the time of his death, he was preparing to publish a similar book of more than 400 pages on sales literature promoting the luxury automobile in the years before 1942, a work that had occupied him for over ten years. It is hoped that his family will carry the project through to completion.

Tom was born on September 4, 1924 in Indiana. Soon after, his parents divorced and his mother moved to Paris where he spent his early childhood. He fondly recalled visiting the Bucciali showroom at an early age. After serving in the army during World War II he earned a bachelor’s degree in architecture from Yale University. A scion of the Lilly family, Tom worked for Eli Lilly in Indianapolis for ten years, opening his own architectural practice in 1961, and earning a Masters Degree from Indiana University (IU) in 1966.

He became director of the IU Art Museum in 1971 after three years service as assistant director. Under his leadership the museum’s core collection of 4,000 objects grew to more than 30,000 works of art, and included examples of Ancient, Early Modern, African, Oceanic and Pre-Columbian works.

Tom retired in 1986. Later, he endowed two curatorial funds at IU, and donated numerous artworks to the museum. He spent his last years first in England, then in Switzerland. He came to several of the SAH dinners in Paris.

On a personal note, I (as have other members) helped Tom with his final project and got to know him during his numerous visits to Washington, and my own to Bloxom and St. Prex. At our last meeting, in October 2004, I saw the completed manuscript and can attest to the quality of the book, whose publication has been delayed again and again because of Tom’s desire for perfection in the photographic reproductions (he intended to have a photograph accompany each item listed). He had amassed his own collection of fine luxury car sales catalogs which has been left to the Lilly Library at IU. Tom was cheerful good company. I happily recall the times we “crashed” *Rétromobile* the day before its official opening in order to have an early start with the dealers.

Tom is survived by his wife, Karen Isgrig, two children from an earlier marriage, six grandchildren (including triplets) and a sister. We share their loss and offer them our heartfelt sympathy.

—Taylor Vinson

Just out

The second edition of *The Legendary Model A Ford*, by Peter Winnewisser has been published. It contains 304 pages with over 200 color photos. The publisher is KP Books, 700 E. State Street, Iola, WI 54990. www.krausebooks.com.

Legendary L.A. Packard building reopens

On February, 1, 2006 an event occurred at the corner of Olympic and Hope Streets in Los Angeles that had all the earmarks of an old fashioned Hollywood opening night. There were starlets, politicians and big-buck businessmen and, of course, Packards. After a multi-year, \$35 million renovation the “Packard Lofts” building was open to the public.

Back in February 1913 Charles E. Anthony and his son Earle C. Anthony moved their local Packard dealership into a new building at this same corner. The Anthonys advertised their 50,000 square-foot building as the finest and most completely equipped dealership west of New York. The design was by the noted architecture firm of John and Donald Parkinson, who would later design Los Angeles’ City Hall and Memorial Coliseum.

In 1922 Earle Anthony installed the studios of his KFI radio station on the roof and in 1924 he installed the first neon sign ever seen in the United States. It said “Packard” and appeared over the front entrance. In 1929 the dealership was expanded with an 180,000 square-foot addition.

By the time Anthony died in 1961 the dealership at Olympic and Hope sold Lincolns and Mercurys. The dealership was sold to a bank in 1962 and used as a data processing center. Anthony’s multi-volume Packard scrapbooks were saved by Packard Automobile Classics member Roger Morrison. One of the 1913 light fixtures was saved by local collector Lindley Bothwell. All traces of the original dealership facade were removed or destroyed and to the outside world it became just another faceless modern windowless building.

Fast forward 40 years. Joseph Emrani and his family had fled the Iranian revolution of 1980 and had settled in Los Angeles. They had built a successful real estate business over the years, Venice Development Group,

continued on page 14

Cousins continued from page 1

Wiener-Neustadt, south of Vienna, to manufacture Daimler cars with Paul Daimler, Gottlieb's son, as general director. Under a license from Daimler the company produced trucks, military vehicles and cars similar to the Daimler Phoenix. Paul returned to DMG in 1905 and he was succeeded by Ferdinand Porsche who used Daimler engines for a new model. The company Austro-Daimler severed ties with DMG in 1906 but retained the name.

• **French cousins**

While Germany gets the nod for the first successful automobile, the French generally are noted for the establishment of the automobile industry with the pioneering efforts of Delahaye, DeDion-Bouton, Panhard-Levassor and Peugeot. In fact it was Panhard-Levassor that established the modern arrangement of front engine/rear drive and is credited with using an automotive chassis rather than a carriage chassis. While Delahaye and DeDion had their own engines, Panhard and Peugeot used Daimler engines.

Panhard et Levassor

The French connection with Daimler was due to a series of events and involved numerous players. René

Panhard met Emile Levassor in school, but both pursued different directions upon graduation. Panhard worked for a wheel company and Levassor a machine shop. In 1867 Panhard became a partner with Paul Perin in a company manufacturing woodworking machinery. When the company expanded, his school friend was hired as manager. Upon the death of Perin the firm was renamed Panhard et Levassor.

Meanwhile in Germany Gottlieb Daimler had developed a friendship with French lawyer Edouard Sarazin during the former's employment at Deutz. When Daimler established his own company, he granted Sarazin the rights for his engine on the French market with the first French patent for a Daimler being awarded in 1886. After the death of Edouard Sarazin, Levassor developed a romantic interest in Louise Sarazin and they married in 1890. Levassor now controlled the French rights to the Daimler patents.

An early ad for the Société des Anciens Établissements Panhard et Levassor of Paris stated that it had been capitalized at five million francs and was offering horseless carriages and trucks driven by petroleum motors. These vehicles were powered by Daimler engines. In the race from Paris

to Rouen in 1894 the first four cars were powered by Panhard-Levassor engines built to the Daimler principle. The initial Panhard automobiles had single-cylinder Daimler engines whereas the later production models used the twin-cylinder design. However, in 1895 Panhard-Levassor produced its own larger twin-cylinder engine replacing the smaller Daimler engine.

Although Daimler and Levassor never signed a formal contract, their friendship blossomed over the years as they exchanged technical data. Daughter Emilie Daimler was named after Emile Levassor.

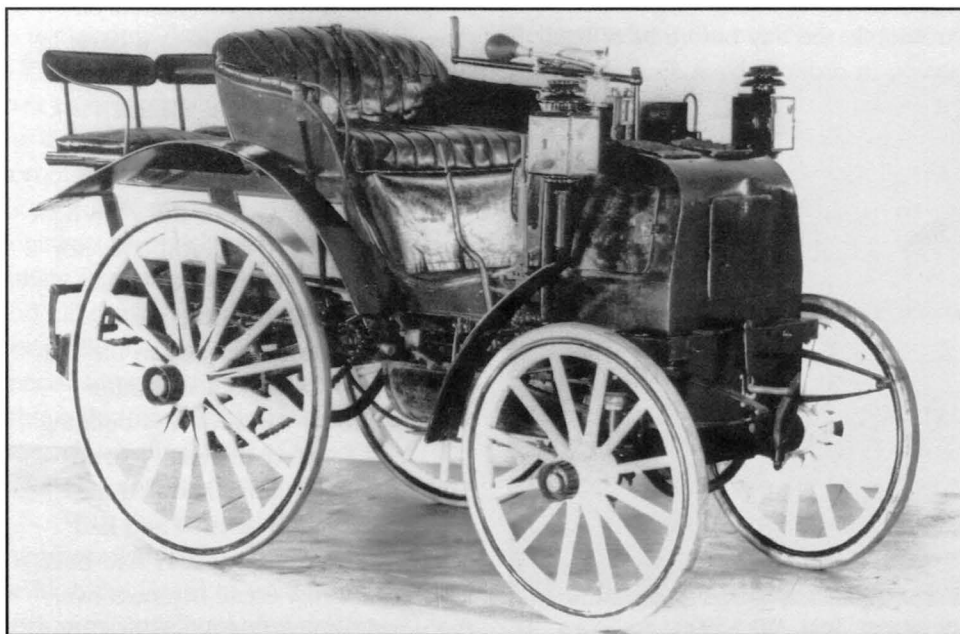
Peugeot

Levassor and Daimler visited André Peugeot in 1889 and laid the groundwork to supply Daimler engines for future Peugeot automobiles. In 1891 Peugeot sold five automobiles, but production rose to 72 vehicles in 1892 and 300 in 1899. In 1896 brother Armand Peugeot founded the S.A. des Automobiles Peugeot. A year later, however, the company abandoned the Daimler two-cylinder vertical engine for its own design featuring a horizontal arrangement.

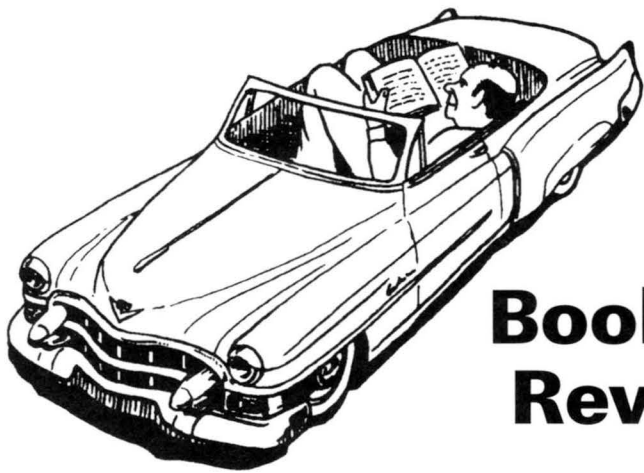
English cousins

In 1887 Daimler started producing his two-cylinder V engine in Bad Cannstatt. In 1890 he exhibited a trolley powered by his engine at an exhibition in Bremen. Here he met Englishman Frederick Simms. At this time Daimler was using his new engine in motorboats and entrepreneur Simms saw the potential for marketing the engine in England for the Thames launches. Accordingly, he obtained patent rights and formed the Daimler Motor Syndicate Ltd in 1893 to manufacture Daimler engines. In 1895 Harry J. Lawson saw a greater opportunity for the engines in powering motor cars and bought all the available patents including the Daimler engine from Simms.

This resulted in the Daimler
continued on page 15



Panhard-Levassor-Wagen with Daimler engine 1893-94. Photo: Mercedes-Benz



Book Reviews

Delage Styling and Design—La Belle Voiture Française, by *Richard S. Adatto* and *Diana E. Meredith*. 2005. ISBN Casebound 1-85443-204-4. 136 pages, approx. 75 color photos, 27 vintage black-and-white photos and reproductions of coachbuilders drawings. Published by Dalton Watson Fine Books, 1730 Christopher Drive, Deerfield, IL 60015 USA, www.daltonwatson.com. \$39.95 without shipping and handling.

“Here at last we have a book in English that celebrates the styling and design of Louis Delage’s beautiful French car, at that special moment when the superb Delage chassis came together with the best coachbuilders of the time.” Thus begins the Introduction by collector Peter W. Mullin to *Delage Styling and Design —La Belle Voiture Française*. Only three works in English, the last dated 1983, are referenced in the “Select Bibliography.” High time, one may truthfully say.

Richard Adatto’s love for the French exotics of the 1930s was well documented in his previous book *From Passion to Perfection —The Story of French Streamlined Styling 1930–1939*, for which *Diana E. Meredith* served as editor (reviewed in *SAH Journal* 206, September–October 2003). That book received in 2004 “The Most Beautiful Book of the Year Award” in Paris. Delage is somewhat shorter (and less expensive) but certainly beautiful enough with a varied array of color photographs, vintage black-and-white photos, and repro-

ductions of coachbuilder’s drawings sprinkled throughout. Especially nicely done are the drawings that embellish the inside front and rear covers.

The authors are upfront (literally, in Notes and Acknowledgments) about the focus of their book. It is “a celebration of the beautiful French cars of the golden era between 1929 and 1953, with a special emphasis on the years just before World War II . . . [T]his book is not a detailed history of the evolution of the company or its racing triumphs, which we leave to other enthusiasts.” Nonetheless, the first two chapters adequately cover the early years of the company and Delage’s racing history. The Appendix is informative, containing “A Specification Checklist of Delage Racing Cars,” “Speed Records All with Flying Start,” and “The Delage Record in Competition” (reprinted by permission from *The Delage Journal of Great Britain*). Enough for most readers I should think.

The bulk of the book is given over to photographs and brief discussions of Delages bodied by Chapron, Pourtout, de Villars, Fioni & Falaschi, Fernandez & Darrin, Guilloré, Franay, and Letourneur & Marchand. This is followed by reprints of two road tests of the D8-120 conducted by two British publications in 1938, interesting viewpoints of the day. In addition to the material mentioned earlier, the Appendix also contains charts “Passenger/Racing Production” and “Specifications 1905-1949,” also from *The Delage Journal*. The marque,

acquired by Delahaye in 1935, died with that car in 1953.

In the earlier book, Adatto asked the reader to inform him of errors and omissions. The *Journal* review did so, thus it was a bit disconcerting to find that the seminal 1951 Museum of Modern Art exhibit “8 Automobiles” is still referred to as “Eight Great Automobiles.” The new book asks only for “comments,” but a reviewer should not let errors pass. The photo of “French President” Daladier in a Delage should be recaptioned “French Premier.” The Foreign Minister assassinated in a Delage was “Barthou,” not “Berthou.” According to the company’s own history, Labourdette’s first automobile coachwork appeared on an 1896 Georges Richard, not an 1899 Panhard-Levassor. The Letourneur & Marchand “yoyo” cars had a distinctive design in the front door that resembled a yoyo unrolling. The car depicted as a yoyo in the Adatto/Meredith book does not have this identifying feature but instead circular yin-yang shaped air vents in the side of the hood. Finally, it would have been immensely helpful if the prices in French francs could have been supplemented with their equivalents in dollars.

If this book whets your appetite to know more, a comprehensive history was published in France last year, *Delage la belle voiture Française*, by *Daniel Carbart* and *Claude Rouxel*. Rights have been obtained to publish it in English, and a translator hired. The American book, with its splendid color photography, will be a fine companion to it.

—Taylor Vinson

Sie bauten Autos—Die vergessene Autowelt der deutschsprachigen Automobil-Konstruktoren 1885–1945, by *Michael Graf Wolff Metternich* and *Hans-Otto Neubauer*. 2004, no ISBN number. Hardcover, 268 pages, 270 illustrations, text in German. Published by Verlag Hermann

Sieger GmbH, P.O. Box 1160, D-73545 Lorch, Germany. Price in Germany 49.50 Euro (approx. \$70 plus p&p). e-mail: sieger@sieger.de.

Both authors are well known for several books on automotive history. They have taken up a hitherto neglected theme. For many years they have collected and researched the biographies of more than 250 engineers, technicians, designers and pioneers from Germany and Austria, which includes the present day Czech Republic.

For the first time historians will find a completely new insight into the activities and development of large and small manufacturers. It is intriguing to read about the careers of the men and their influence on the production of many, often changing, marques.

Most of the entries contain birth and death dates, a portrait picture, the professional career, outstanding achievements and developments as well as one or more pictures of the automobiles they created. Many of the black and white period illustrations are published for the first time.

Most of us have read about the careers of the famous men, like Carl Benz, Gottlieb Daimler, Wilhelm Maybach or August Horch, Hans Ledwinka and perhaps even Hans Gustav Röhr. But who has ever heard of Oskar Arlt (DKW), Gabriel Becker (Adler), Georg Bergmann (Szawe, Komet), Alfred Haesner (Phänomen, VW), Nikolaus Henzel (Dürkopp, etc.) and dozens of others? This book contains a fabulous wealth of new information on men and marques in Germany and Austria. It is difficult to put down for anyone seriously interested in the European history of the automobile.

The period covered was limited to 1945 on purpose. From then onward the design teams took over from the earlier chief-engineer, who was himself responsible for the entire design and development of new models.

Several comprehensive registers of persons, companies, institutions and publications allows one to quickly find

relevant texts and entries. The book is well produced and is highly important for its coverage of new ground. Historians will offer *Sie bauten Autos* a favored place in their library.

—Ferdinand Hediger

[Editor's Note: this review was written before *Sie bauten Autos* won an SAH Award of Distinction for a book of particular merit in a language other than English]

500 Fantastic Cars, A Century of the World's Concept Cars, by Serge Bellu. 2003, ISBN 1-84425-039-3.

Hardcover, 128 pages, 500 illustrations. Published by Haynes Publishing Group, Sparkford, Yeovil Somerset BA22 7JJ UK Order online at www.haynes.co.uk or call +44 1963 442030. £15, \$16.47 on Amazon.com

This book looks like a volume that one is likely to encounter in a remainder book shop, all photos and nothing of substance, and having little of interest therein for the knowledgeable enthusiast. Well, don't judge a book by its cover!

The author offers an overview of the concept car from the period 1914-1951, and then from 1952 until 2002 selects eight such cars per year, additionally featuring an extra one every even year, and presents them with large, sometimes full page, photographs and about a page of text.

Cars that were prototypes of future production models are not included; neither are vehicles coachbuilt to customer order on production chassis.

Most of the earlier photos are monochrome, as would be expected, color photos not appearing to dominate until the 70s and later entries. Each of the eight photos per page is accompanied by a few words of explanation, usually mentioning the designer and/or stylist and coach-builder, engine size and output, production chassis or platform basis if relevant, wheelbase and/or overall length, whether other versions were

made, first public appearance and further showings of note, and in the case of postwar cars contemporary show-cars at the same initial venue. It sometimes takes a bit of concentration to match the wording to the picture, due to some of the page layouts.

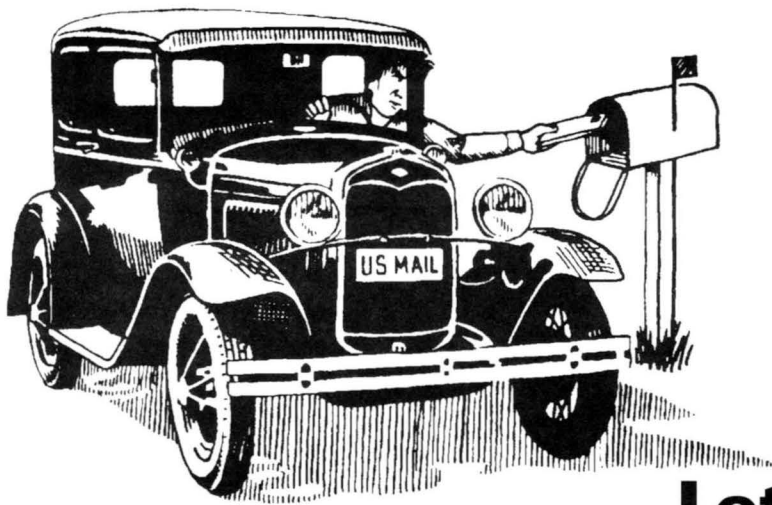
My main areas of interest turned out to be the interwar French ventures into aerodynamic shapes, most of which were to me quite attractive, and the postwar designs—I could spot elements that were used in subsequent production vehicles albeit often of an unrelated brand.

Some designs were sufficiently attractive for me to have thought it a pity that they didn't make production. Some vehicles were so obviously designed for sensation that they were totally impractical for driving on public roads due to the usually combined difficulties of getting in and out and lack of all round visibility, being either replica airplane fuselages, ultra low 70s sports-cars (the ideas from which did derive some of the more unfortunate kitcars, often Beetle based) or later models of what have now become known as supercar types.

Among the mostly very boxy city cars, the slightly larger looking AMC Armitron of 1968 stands out for me, and its concept was apparently good enough for it to be wheeled out again nine years later. There are some wonderful variations on the Corvette, some even better looking than any of the six very attractive production series. Of course, design is so subjective that it is inevitable that many readers will have totally differing views, although I stick by the old engineering adage that "if it looks right, it is right."

There was so much information previously unknown to me in this book that I certainly couldn't have read and absorbed it all at one sitting. I, in fact, needed three part evenings to learn what I wanted to from it, and then still felt that I wanted to know much more about the whys and wherefores of several of the cars. Nevertheless, a worthwhile read.

—Anthony Parker



Letters

Rolls-Royce fact and fiction

Mike Evans' and Tom Clarke's response (Letters, *Journal* 220) to my letter in *Journal* 218 is welcomed with interest and deserves a reply.

Their claim that "GM cars from 1928, and American cars in general, had a spate of problems with big ends and journal bearings . . . [and that] the cure was introducing pressure lubrication as used on the Phantom" is wrong. And I had to correct C.W. Morton when he made such a claim in his Rolls-Royce book.

At least one American, Marmon, was using pressure oiling/drilled crankshafts as early as 1906 (U.S. Patent #810,959 filed Feb. 13, 1905). Full details and patent drawings are in *George Hanley's* great book, *Marmon Heritage* (1985). Marmon used this method consistently from then on, and all top class makes adopted it in subsequent years, plus a number of medium-priced makes like Chrysler. They most definitely did not get the idea from the Phantom!

Packard, Pierce-Arrow, Cadillac, Lincoln, Peerless all had pressure lube/drilled crankshafts for many years prior to 1928.

In his memoirs of Chrysler published by the Society of Automotive Engineers in 1995 Carl Breer states that the first Chrysler six-cylinder engine in 1924 would stand 3,000 rpm at full throttle for 50 hours—

more than two days! This was later proved at Le Mans in 1928 when the Chrysler team finished the race after 24 hours with bearings intact.

Another medium-priced but excellent American car, Hudson, stayed with splash lubrication but never had bearing trouble and set countless distance records. Stuart Baits, Hudson's chief engineer, believed that splash gave better instant lubrication on starting and by careful detail design could match pressure lube engines at high revs.

—Maurice Hendry

Response to "Concepts of range and marque"

I very much appreciate *Claude Rouxel's* comments (*Journal* 220) on my letter "A Template for Success," (*Journal* 219).

The comparison of all GM models to equivalent Renault models was not meant to be exact, only similar. I agree with contributor Rouxel that there is much price and range overlapping in the GM family: Cadillac/Buick; Buick/Oldsmobile; Oldsmobile/Pontiac; and Pontiac/Chevrolet. However, I submit that the Renault family of cars, Reinastella/Nervastella; Nervastella/Vivastella; Vivastella/Primaquartre; and Primaquartre/Monaquartre has even more price and range overlapping than GM.

Renault produced a type of car

that was simply unavailable at either GM or any other U.S. mainline manufacturer. I would call this vehicle the Euro-Car, a small four-cylinder, four-passenger economy car. Produced by such manufacturers as American Bantam and Crosley, this type of vehicle was not considered important in the U.S. marketplace. During the 1930s and 1940s the Renault counterparts were first the Celtequartre and after 1937 the Juvaquartre. After World War II the 4 CV made its appearance. These little cars made up a large percentage of Renault sales.

Another category of cars offered by Renault that had no GM equivalent was the offering of series customs on medium priced chassis. These were avant-garde and sporting bodies by such houses as Gaston Grümmer and Pourtout. To imagine the GM equivalent, Americans need to visualize a sleek art-deco two-place Pontiac speedster or a torpedo shaped Oldsmobile sedan all available in the 1930s. It goes without saying that the senior long W.B. Renault chassis were in demand by the finest carrosserie of the day.

Another vehicle range that was not available to U.S. buyers was the Véhicule Colonial. Early in the last century, the French Colonial Office decided that motor-transport would play an important role in the conquest of its vast colonial territories. With twenty times the land mass of the mother country, and containing some of the most extreme climate and terrain in the world, the pacification of these newly subdued territories would prove a daunting task. The promise of new markets and lucrative civil and military contracts propelled the motor-transport companies into developing and testing vehicles to meet or exceed requirements. The winners were the whole French motor industry whose products became even more dependable, more durable and stronger. The big winners were those who were awarded large contracts. Renault was among that number. Customers could

order any non-military Véhicule Colonial from an Agence Renault. GM did not offer its customers this option.

The world of Renaults is a bewildering world for most Americans. So you start by making workable non-exact comparisons. My piece was stimulated by an editorial by *Tom Jakups* in *Journal* 217 entitled, "A Single Badge for all GM Brands?" My response was "Why Not?" In France Renault has successfully used this type of marketing for 107 years.

In my piece I state, "Renault called all of their cars Renault and secondarily came the series names." GM took the opposite tack." Oddly enough, Rouxel contradicts himself and agrees with me. This contradiction occurs when he refers to post war Renaults. "At Renault there is only one marque and one sales network." He continues with, "In the case of Renault between the two world wars the formula was the same: there were very diversified ranges, but it would be wrong to want to absorb them into a single GM marque. Who is he quoting? Not me? In fact I said just the opposite. History has proven this point.

We are all familiar with GM's Step up Sales marketing program. In short it worked like this. As a customer's social and financial situation improved, the ideal Chevrolet customer advanced through the ranks and ended his car buying days with a Cadillac.

But the program had its flaws. In every move up the family tree, the buyer had to find a new dealership. While looking for a Pontiac dealership he could fall victim to one of the other Big Three, maybe Chrysler Corp's Dodge, or maybe to Ford's Mercury. Not to mention the many excellent independents who were offering great values. In the 1930s GM recognized this weakness and began twinning selected dealers, mostly in rural areas, to improve product coverage. This helped, but it did not stop customer drift.

A Renault dealer had no such problems. An Agence Renault in little St. Po could sell any Renault from a Juvaquartre Standard to a Suprastella. He could accept custom body orders, or sell you a Renault tractor and implements. Trucks and commercial vehicles were available from one-half to eight tons; also stationary engines and generators, fire engines, buses, ambulances, hearses and taxis. Its easy to see why this marketing system has stayed intact for nearly a century.

—Fred Summers

First auto fatality?

"On 31 August 1869, Mary Ward and her husband were traveling along a quiet Irish road in a steam-driven car when suddenly it jolted, pitching Mary under one of its heavy iron wheels. She died almost instantly in what many believe was the first fatal automobile accident."

—Stephanie Pain,

New Scientist, 28 May 2005, p. 48

The article explains that the two youngest sons of the Earl of Rosse, Clere and Charles Parsons, hardly in their teens, decided to build a steam car. They fabricated a four-wheeled machine "with boiler and engine mounted on a flat base at the rear and a bench seat for the driver and passengers at the front." When the boiler was at full pressure, the car could travel as fast as seven miles per hour. Mary Ward and her husband joined her cousins, the Parsons boys, for a jaunt, but when the machine reached a bend in the road, a sudden jolt threw Mary from the carriage and a rear wheel passed over her, killing her almost instantly. Stephanie Pain ended her article with the aftermath of the tragedy: "The family was so distraught they broke up the offending object and buried it."

Does any SAH member know whether there were earlier fatalities involving either passengers or pedestrians attributable to self-propelled machines?

—Taylor Vinson

SAH News continued from page 9

and had just purchased the building.

The original name for the development was to have been "L.A. Lofts," but that changed after a visit from a passerby at the start of construction. Greg Fischer was an aide to the downtown area's councilwoman Jan Perry and a historian. As they walked through the building Fisher gave Emrani a history lesson on the site. He later returned with a folder full of newspaper clippings telling the story of Earle C. Anthony and his Los Angeles Packard dealership. Emrani made the decision to change the name to "Packard Lofts."

As the opening date approached the building was made ready. Then the question became, "Would there be any Packards in attendance?" This question turned out to have a Hollywood ending. Emrani happened to be passing by the Automobile Driving Museum in West Los Angeles and spotted the large collection of Packards on display. Once Emrani spoke to Earl Rubenstein, museum curator and co-founder of PAC's Earle C. Anthony region, there was no doubt about having Packards on display for the grand opening.

The afternoon of February 1st, the parade of Packards through downtown Los Angeles drew open-mouth stares and literally stopped traffic during its run. The assembled Packards included a 1927 Six touring sedan, a 1935 Super Eight phaeton, a 1936 Eight phaeton, a 1937 Twelve convertible sedan, a 1940 Custom Super-8 victoria by Darrin, a 1941 Custom Super-8 sport sedan by LeBaron, a 1942 Eight ambulance by Henney, a 1947 Clipper Super club sedan and a 1955 Patrician touring sedan.

The legacy of Earle C. Anthony and Packard will be on display at "Packard Lofts" with historical photographs and artifacts as well as a replica of Anthony's first neon "Packard" sign. Once again, the legend lives at the corner of Olympic and Hope.

—Stuart Blond

Cousins continued from page 10

Motor Company Ltd. being formed on Jan. 14, 1896. A factory for the construction of the engines and chassis was subsequently located in Coventry while the bodies for the early cars were manufactured by the Great Horseless Carriage Company. That same year the Prince of Wales (the future King Edward VII) was given a ride in an imported Daimler that belonged to Simms. This single ride resulted in the Royal Family favoring Daimler motor cars for years. In November 1896 a run was established from London to Brighton to celebrate the repeal of a regressive law for automobiles. Numerous cars in that run were powered by Daimler engines. Since that London to Brighton run is still being held those old Daimler-powered cars are still before the public. In 1897, the first complete British Daimler automobile was constructed giving rise to the start of the British motor industry.

In 1900 the Prince of Wales took delivery of a Daimler, starting the royal patronage. Shortly thereafter the company received royal warrants from England, Japan, Germany, Spain and Portugal. Curiously, in 1900 consultant Simms proposed a merger between Daimler of England and Daimler of Germany, but since the British Daimler Motor Company was becoming well known the English board voted no and the merger never happened. If this merger had taken place, Mercedes owners could be sitting on Connolly leather seats in a car with Tickford coachwork, a fluted grill and a British electrical system!

American Cousins

The American connection came from an unusual source, William Steinway, a piano maker and an entrepreneur secured the American rights to the Daimler engine in 1888. The result of this agreement was the production of gasoline engines beginning in 1891 at

a machine shop in Hartford, Connecticut. Among the engines manufactured was a two-cylinder boat engine now displayed at Mercedes-Benz headquarters in Montvale, New Jersey ■

The Billboard

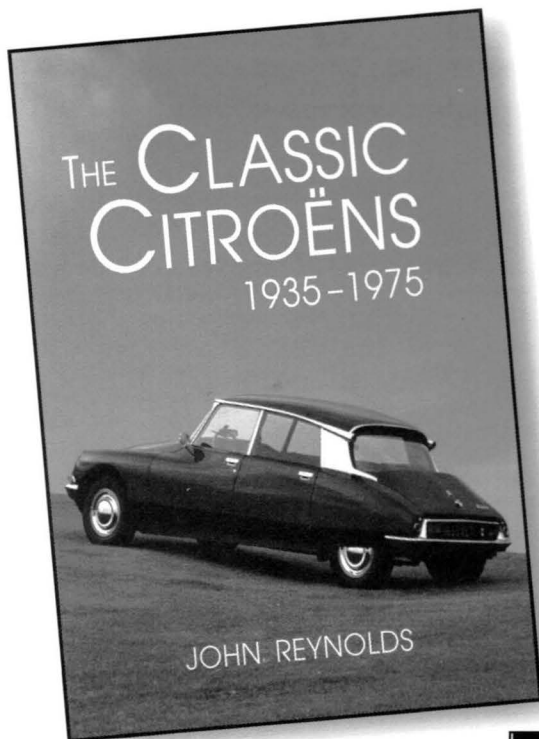
Journal Needed I am seeking an original copy of *SAH Journal* 68, May/June 1980. I am a Templar Motors Collector and there is a significant article by *G. Marshall Naul* about the first oral history attempt made by SAH. I have been in contact with Mr. Naul and have received a copy of the taped interview; however I am seeking an original copy of *Journal* #68 for our records & collection.

Dave Buehler The Templar Trust
P.O. Box #625 Edgewater Branch,
Lakewood, Ohio 44107-0625
(Original Home-Templar Motors)
216-228-4555 (Office-Great Lakes
Technology) 216-392-3000 (cell)
greatlakestech@ameritech.net

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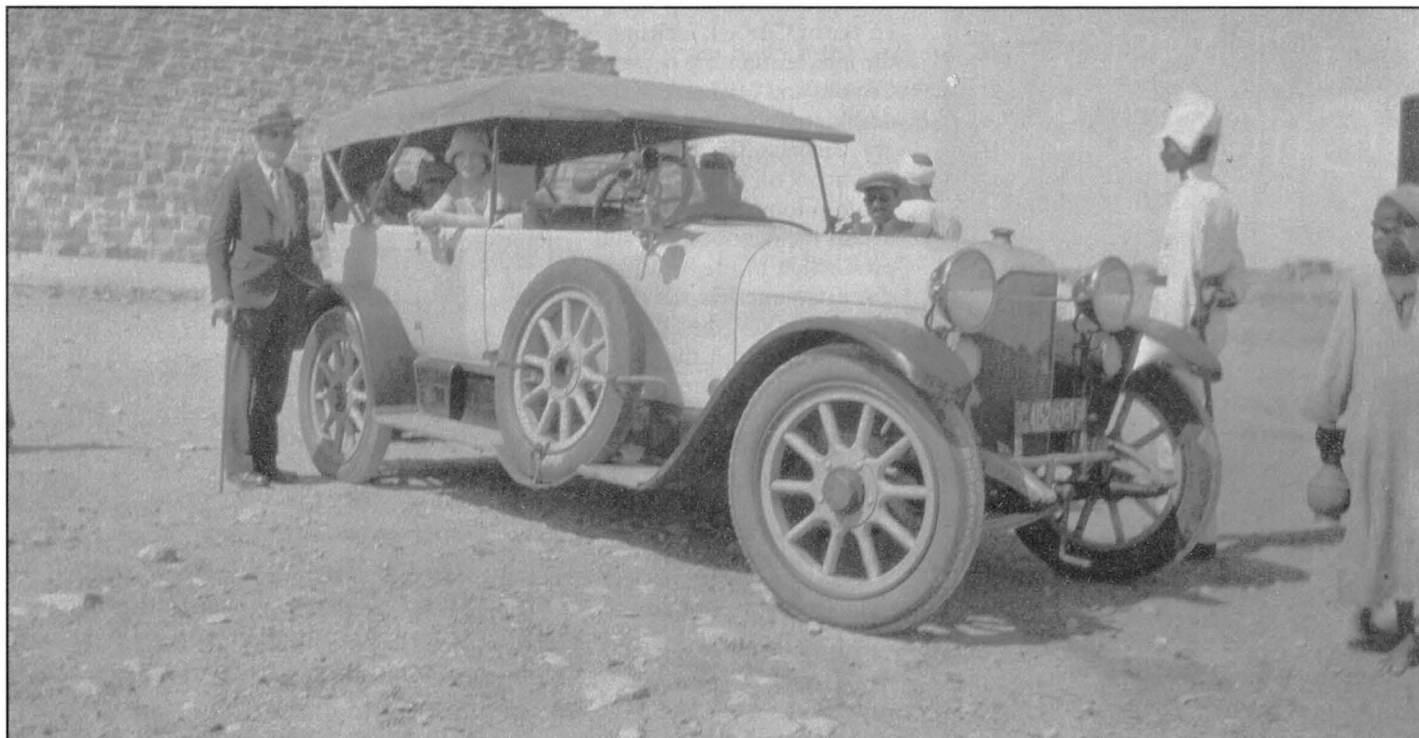
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