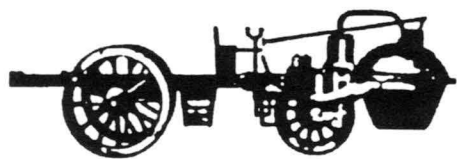


SAH Journal

The Society of Automotive Historians, Inc.
Issue 225 November–December 2006



www.autohistory.org

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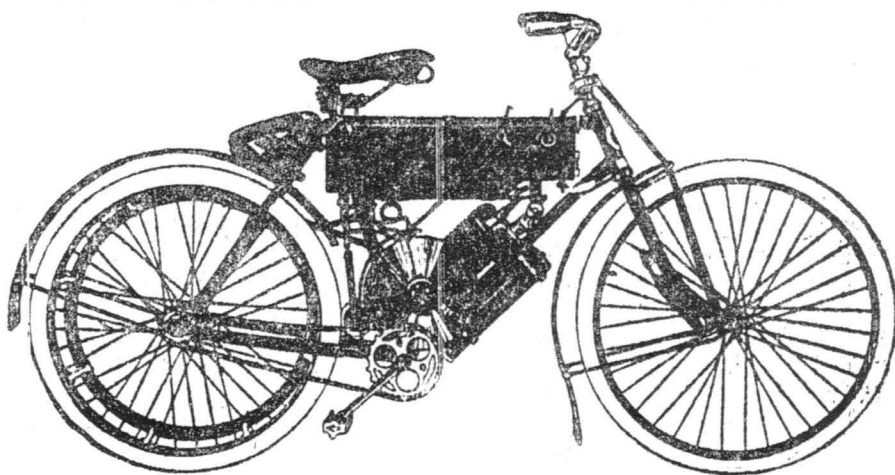
By John Perala

In the beginning the motorcycle was hailed as being the poor man's automobile. It seemed to offer the promise of inexpensive, basic transportation for the masses. In San Francisco two brothers, Louis and John Bill, decided to supply the need for affordable transportation with their own motorcycle, the California Motor Bicycle.

Louis Bill had been a traveling salesman for H.A. Lozier & Company, maker of the Cleveland bicycle in Cleveland, Ohio. Around 1894 Lozier sent Bill to San Francisco to represent the Cleveland in that city. Louis was joined by his older brother, John, who in 1894 formed a partnership with John W. Leavitt, a bicycle repairman. Leavitt had also recently come from Cleveland, where he had been a foreman in Alexander Winton's bicycle factory. The firm of Leavitt & Bill quickly grew into one of the largest bicycle dealerships in California with branches in several cities.

Meanwhile Louis Bill turned over the Cleveland factory branch office to

continued on page 11



1905 CALIFORNIA

Motor-Bicycle Headquarters

We brought the first motor-bicycle into California and have pushed their sale consistently ever since. The wide experience we have had enables us to serve motor-cyclists most intelligently and economically.

New California and Thor Motors always in stock.

Automobile and motor-cycle supplies.

Second-hand Automobiles and Motor-cycles bought and sold.

HARRISON P. SMITH, 81-83 South Second Street.

Successor to Leavitt & Bill.

From the *San Jose Herald*, San Jose, California, February 25, 1905



Thomas S. Jakups, Editor

Year-End Matters

for again providing me with their presentation comments and *Susan Davis* for her timely deliverance of the Board minutes. And thank you, McFarland for your year-around support of the *Journal* and for making your latest catalog available to the members in this issue.

Help! Publishers of automotive books are becoming more and more aware of the SAH membership and they are inundating me with books for review. Right now I need reviewers for the following books: *The Cadillac That Followed Me Home, A Memoir of a V-16 Dream Realized*, by Christopher Cummings, tells the story of a man's love affair with a 1930 Cadillac V-16 Imperial Sedan limousine. *The Incredible Blitzen-Benz*, by Karl Ludvigsen, details the titanic motorcars that were certified as the fastest cars in the world from 1909 to 1919. *Motorcycle—Evolution,*

Design, Passion, by Mick Walker, looks at the history, technology, image and design of motorcycles from the 19th century pioneers to present-day manufacturers. *A Lap of the Globe*, by Kevin Clemens, puts you behind the wheel of a vintage Mercedes in the world's longest auto race. *Practical Car Restoration*, by Charles Wilmarth, III, is a restoration guidebook with lessons from a 1930 Franklin rebuild. *Automotive Websites*, by Todd Jensen, is an expanded and updated guide that describes and reviews the best and most interesting websites on the net. *Delabaye—Styling and Design*, by Richard Adatto and Diana Meredith, provides a detailed analysis and race history of this grand French marque.

Remember, reviews should run 400 to 600 words. I look forward to hearing from you.

—Tom Jakups

It seems like yesterday that I was recounting Hershey 2005 on this page. Then there was the Automotive History Conference in South Bend and the summer show season—a very quick year. At this year's Hershey gathering I most enjoyed the Saturday car show *on grass and under large shade trees*. The older pre-war cars and trucks just seemed to belong in this bucolic setting, much more so than in some paved parking lot.

I want to thank the chairpersons of the various SAH award committees

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Richard B. Brigham
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C. Marshall Naul
30–50 July 1973–Dec. 1976

John Peckham
51–59 Feb. 1977–July 1978

Walter Gosden
60–87 Nov. 1978–Dec. 1983

Richard B. Brigham
88–117 Jan./Feb. 1983–Nov./Dec. 1988

Christopher C. Foster
118–157 Jan./Feb. 1989–July/Aug. 1995

Samuel V. Fiorani
158–194 Sept./Oct. 1995–Sept./Oct. 2001

SAH Journal (ISSN 1057-1973)

is published six times a year by the Society of Automotive Historians, Inc.

Subscription is by membership in the Society.

Membership dues are \$40 per year. Send dues, membership inquiries and changes of address to

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

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The Society of Automotive Historians, Inc.

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**Copy Deadline for Journal 226
December 31st**



Michael L. Berger, President

Last August, newspaper columnist Jennifer Saranow described one of the latest developments in car technology—cup holders with the ability to heat or cool drinks. Apparently, the 2007 Chrysler Sebring has a holder capable of heating beverages to 140 degrees Fahrenheit and cooling them to a near freezing 35 degrees. Why? Because according to market research, “58 percent of car buyers now say cup holders are somewhat or extremely important, up from about 14% in 1990” (*Wall Street Journal*, August 10, 2006, p. D2).

Seeing that article reminded me of a “pop quiz” that appeared earlier in the year in the *Philadelphia Inquirer*. Using Ford’s announcement that it was cutting jobs and closing manufacturing plants as a springboard to recovery, it asked ten questions about defunct cars and carmakers. Typical of this genre of popular quizzes, one question asked the reader to match an extinct make of car to a standard feature it pioneered. The features were the rearview mirror, air-conditioning, the steering wheel, safety glass, the speedometer, and cruise control. The cars were the 1900 Packard Model C, the 1901 curved dash Oldsmobile, the 1909 Marmon Wasp, the 1926 Rickenbacker, the 1940 Packard and the 1958 Chrysler Imperial.

Unfortunately, I failed to clip the page that contained the answers to the quiz, but I suspect that is just as well since I am sure that our knowl-

Fully Loaded

edgeable readers would disagree over the veracity of the “answers” given or, indeed, the question itself. In any case, the point of citing these two newspaper articles is to note the historic and ongoing fascination with car options and their apparent importance to car sales.

One of the reasons that I think such options are a significant factor in consumer purchasing preferences is that the general public does not fully understand the nature of more fundamental technical/mechanical differences. For example, they seem to assume that because company A offers all-wheel drive (AWD) on its SUV’s that it will work as well and will require as few repairs as the all-wheel drive option offered by company B. In other words, they erroneously believe that AWD is AWD regardless of how it is engineered and installed. (Advertising firms are well aware of this belief and play off of it in many of their car ads.)

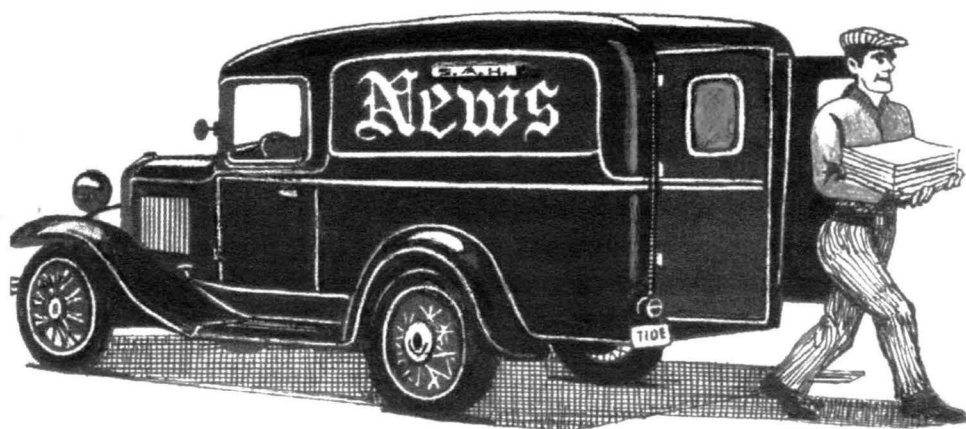
Which brings me to a consideration of one of the more interesting (and controversial) recent books on the auto industry, Graeme P. Maxton and John Wormald’s *Time for a Model Change: Re-Engineering the Global Automotive Industry* (Cambridge University Press, 2004). Maxton and Wormald’s premise is a relatively simple one, that a turnaround in the financial fortunes of the American auto industry (vis-à-vis foreign competition) is possible if the industry moves away from the integrated auto companies of the recent past which, they argue, have become uneconomical and have lost their innovative edge. Instead, there needs to be an “unbundling” of the package and decentralization.

Such a development would be a curious, and possibly necessary, return to an age when “assembled” cars were common, as in the early 20th century when many auto companies essentially constructed cars from engines, chassis, bodies, etc. made by independent sup-

pliers. While unbundled manufacturing may possibly be another instance of the cyclical nature that sometimes appears in the auto industry, there is a decided difference here. Today, it is not a question of the ability of an automotive company to master all the technologies necessary to build a complete automobile, but rather the contemporary economics of doing so. Maxton and Wormald believe that it makes much more sense to allow specialized suppliers to develop expertise in the production and/or assembly of a particular part, to pass on to them the costs of research and development, to allow them to compete among themselves in such a manner that the product gets better and the cost lower and then have the marque manufacturer buy what it needs, when it needs it, from whomever it wants. Those of you who follow developments in the electronics industry will recognize that this is the approach used by several contemporary computer makers, most notably Dell.

If Maxton and Wormald are correct, what may emerge is a new definition of car options. Options, indeed entire sub-assemblies, may, as the unsuspecting American public now believes, actually become interchangeable. Of greater significance, the more fundamental technical/engineering differences among American car companies will diminish, as manufacturers exercise their “options” to incorporate into their cars those parts that are universally seen as being best in terms of quality and cost, irrespective of which independent supplier makes them. In such a world, it would be highly likely that several companies would purchase the same “best buy” part from a particular supplier to an extent previously unknown. Should this come to pass, American marques may survive, but what will remain *unique* in those cars beside the badge on the hood?

—Mike Berger



Hershey 2006

A reminder of summer and then a har-binger of winter—that best describes the weather at Hershey this year. The SAH Tent was at its new location on the Green Field and the members were pleased with the increased visibility it gave us. A leaner *Paul Lashbrook* oversaw a smooth-running operation which included book signings by *Bob Ebert* and *Jim Lackey*. It should be noted that the table containing books authored by SAH members was very crowded this year.

At the Annual Banquet two very well thought of and deserving members, *Beverly Rae Kimes* and *Bobbie'dine Rodda* were presented with the Cugnot Award—English Language and Friend of Automotive History respectively.

Now on to the awards.

E.P. Ingersoll Award

Many of us here tonight are collectors of old cars. If your pride and joy happens to be a Cadillac, in order to learn about its history, you can simply send its serial number to General Motors Heritage and receive a copy of the original build sheet prepared by the factory at the time of construction. From it you would learn its correct model designation, the name and location of the dealer who ordered it, the date it was shipped, dealer costs, the original schedule of finishes, equipment and accessories and whether your car was in any way a special order.

But if your baby is a Buick, you

would be out of luck because production records for vehicles built prior to 1970 were destroyed by the company many years ago. Automotive Research Services, the recipient of the 2006 E.P. Ingersoll Award, has assembled a vast resource of information from a series of scattered locations to create a database record for every year and model of Buick built between 1903 and 1965, information that is invaluable to the Buick hobbyist and researcher. It provides the confidential dealer cost of a vehicle and its accessories, data not available anywhere else. The inclusion of a special computer program utilizes confidential production data to make a highly accurate projection as to the year, month and day a car was built. Its product is a bound report setting out all that can be known about the car with samples of a typical contemporary dealer invoice and inventory record.



Terry Dunham (l) receives the E.P. Ingersoll Award from Arthur Jones.

These research packages are the product of a lifetime of Buick research and roughly five years of work to bring it all together. They are an excellent example of how computer-based information systems can enhance the capabilities of the automotive historian and provide a factual basis for authenticity in vehicle preservation. Another service available through Automotive Research Services web site is the "Valve-In-Head Archive," a year-to-year listing of Buick historical materials on file. Here tonight to receive the E.P. Ingersoll Award is the creator and manager of Automotive Research Services, Mister Buick, *Terry Dunham*.

—Arthur Jones

Student Paper Award

The SAH Student Paper Award program is, of course, one of the most recent areas of recognition for our society. Organized in the first year of the 21st century, it got under way with its initial award in 2001.

The background of the program is interesting. For several years a number of Society members felt strongly that students in higher education with an interest in automotive history should be encouraged to undertake research and writing in this field. It was felt that if SAH could identify and motivate these students, the results would be highly beneficial to all concerned. Very specifically, it was believed that a new young group of automotive historians might be developed and that these persons through their work would add to the overall body of knowledge in the field. Out of this came the SAH Student Paper Award program.

A Student Paper Committee has administered this program since its inception. Serving on this Committee have been *Charles Blackman*, *Robert Ebert*, *David Lewis* and *Craig Pascoe*. As chair of the group, let me thank each Committee member for his dedication and hard work. Committee members have notified hundreds of institutions of higher learning of the Student Paper



Student Paper Award winner Katherine Anne Mechler thanks SAH as Sinclair Powell looks on.

Award program. Numerous professional societies have been asked to insert notices of the program in their journals. Personal calls and even visits to various universities have been made. Our SAH website—and this is important—has carried annually an announcement of the award competition.

Now, let's turn to this year's competition. As before, the contest was open to upper-level undergraduate and graduate students. A number of papers were received and were carefully judged by the Committee members. The winner was determined to be Katherine Anne Mechler, a member of the senior class at the University of Dallas. The title of her award-winning paper is "General Motors—Innovations in American Social Class Structure." Ms. Mechler is with us this evening, and I will ask her to join me now. Congratulations, Ms. Mechler, on your award.

—Sinclair Powell

Richard and Grace Brigham Award

This award goes to *The Bulletin of the Vintage Sport-Car Club*, published by The Vintage Sport-Car Club, *John Warburton*, editor. This award will be presented Mr. Warburton at the Paris Dinner in February.

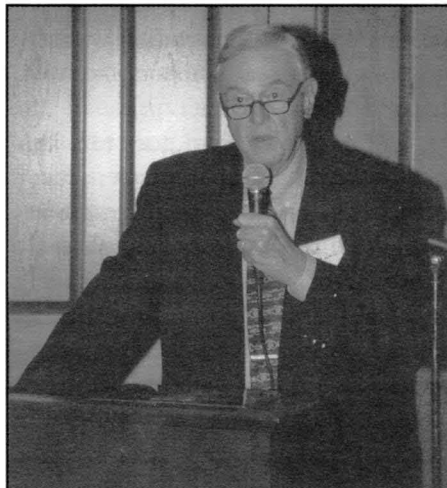
Tonight I want to present an Award of Distinction to *Vintage Motor-sport*, D. Randy Riggs, editor-in-chief,

and *Syd Silverman*, publisher.

Race cars on Sunday sell cars on Monday. This slogan has been a part of auto history since Henry Ford hired Barney Oldfield to drive a match race over 100 years ago. Motor sports has always played an important role in the development of the passenger car and continues to do so today.

Vintage Motor-sport is a publication that for 25 years has showcased racing from the historical perspective and it has continually gotten better and better. It features knowledgeable writers and consistently excellent layout and design. People who read this magazine are informed and entertained by racing legends and facts. Every issue is a keeper.

—Jack Juratovic



Syd Silverman, publisher of *Vintage Motorsport*.

Carl Benz Award

I would first like to thank our President *Mike Berger*, along with Past Presidents *Joe Freeman*, *Dale Wells*, *Leroy Cole*, *Kit Foster* and the Board of Directors of SAH for the opportunity to chair the Benz Committee. It has been, and continues to be, an honor to serve the Society in this capacity and I look forward to staying on as long as I am able.

The Benz Award recognizes excellence in the presentation of automotive history appearing in periodical publications, such as newspapers, magazines, newsletter, journals and

other formats. A maximum of 50 points is awarded in the area of historical research and a maximum of 50 points for presentation of that research.

I also wish to thank our Committee members, *Dennis David*, *Keith Mathieowetz*, *John Sawruk*, *Bill Warner* and the "new kid on the block," *Sam Fiorani*, for their expertise in evaluating the nominations and declaring the winners. I was particularly impressed with how well Sam just dropped in and meshed with the other members like he had been with us for years. I was looking for a member with a more international approach and Sam was certainly the perfect fit.

Additional kudos must also be given to my assistant Tracy Blawski, who constructed a spreadsheet for nominations, which made the final tabulations a snap.

This year, we had 24 submissions, a jump of ten over last year. Fortunately, this was not a "quantity over quality" situation; there were a great number of very well-executed articles to evaluate. One thing we did a little differently this year was to evaluate the multi-part articles per installment, as it would allow for each part to stand on its own. That way, a particularly well-done installment would have a chance at winning without being "averaged" into a larger work.



John Biel, editor-in-chief, *Collectible Automobile (I)* receives the Award of Distinction on behalf of Richard Langworth from Dennis David.

In addition to the Benz Award this year, the Committee issued one Award of Distinction, as just one point separated it from the winner.

Our Award of Distinction goes to *Richard Langworth* for "Brooks Stevens: The Seer that Made Milwaukee Famous," which appeared in the June, 2005 issue of *Collectible Automobile*. It scored 478 out of 500 possible points.

Congratulations, Mr. Langworth!

The 2006 Benz Award winner is a splendidly prepared article which profiles Lucky Casner, and his CAMORADI racing team, who were racing pioneers of a different stripe—they were the first to successfully obtain corporate racing sponsorship. It was a fascinating story that shows the creativity of a group of guys that just had to race.

The 2006 Benz Award goes to William Oosthoek for his article, "Lucky Goes to Camp," which appeared in the July/August 2005 issue of *Vintage Motorsport*. It scored just a point higher, a total of 479 out of 500 possible points.

Congratulations to Mr. Oosthoek!
—Don Keefe

Nicholas-Joseph Cugnot Award English Language

The Cugnot Prize for 2006 goes to *Beverly Rae Kimes* for her book *Pioneers, Engineers and Scoundrels: the Dawn of the Automobile in America* (Warrendale, PA: SAE, 2005).

Pioneers, Engineers and Scoundrels is a study of the automobile industry's development from its early 19th century beginnings to the late 1940s. Focusing on the individuals and companies involved in the industry, Kimes tells its story in an engaging anecdotal way. In some sense, she presents readers with a written version of the auto industry's family album. Her clear and readable prose, supported by careful research and excellent photographs, provides a wealth of often-overlooked historical detail which brings the early industry

to life. The book's content is matched by high production values: paper quality, binding, graphics, typeface and illustrations are all of a high order. Only someone long immersed in automotive history could have produced this work. Beverly Rae Kimes has been writing in this field since 1963 and has long been recognized as the *doyenne* of automotive historians. It is a pleasure to once again honor her work in the field by presenting her with the Cugnot Prize for 2006.

—Doug Leighton

Nicholas-Joseph Cugnot Award Non-English Language

The Nicholas-Joseph Cugnot Award is also presented for the book published in the previous calendar year in a language other than English which represents the most outstanding writing and original research in automotive history.

This year's award goes to a Belgian writer, Bernard Vermeylen, for *Panhard & Levassor—entre tradition et modernité*. This is a comprehensive year-by-year history of the marque including what appears to be the first history of Panhard trucks. The publisher is E.T.A.I. of Paris.

The Society also recognizes books of particular merit in a language other than English with its Award of Distinction. We recognize two such books this year.

The first is *Delage—la belle voiture française*, by two members of the Society, *Claude Rouxel* and *Daniel Cabart*. Although there are previous histories of Delage, none treat the overall history in the detail presented in this book. M. Rouxel shared a Cugnot several years ago for his co-authorship of a book on the large Renaults. E.T.A.I. of Paris is also the publisher of this book.

The second Award of Distinction goes to another SAH member, *Monique Chapelle*, for her book *Berliet*. This is the first book in 25 years on the large manufacturer of trucks and automobiles in Lyon and benefits greatly

from the author's 50-year employment by the company, and association with the Berliet family and Berliet Foundation. She was decorated last year by the French government for her half-century of service. The publisher is Editions le Télégramme.

We anticipate that all winners will be present at our annual dinner in Paris, scheduled for February 15, 2007.

Members of the reviewing committee are *Frank Gump*, *Beverly Rae Kimes* and *Matthew Sonfield*. We appreciate very much their continued service to this aspect of automotive history

—Taylor Vinson



Jeff Worsinger accepts the Bradley Award on behalf of SAE

James J. Bradley Distinguished Service Award

In presenting this award the Society recognizes the Society of Automotive Engineers (SAE) for its recently initiated publication of automotive history books—a number of which were written by SAH members. It also recognizes SAE's long-term contribution to recording the history of automotive technology, particularly here in the United States. For years material of this nature was found in the *SAE Journal* and *SAE Transactions* as well as today's publication for the automo-

tive world exclusively, entitled *Automotive Engineering*. In addition SAE has published many technical papers over the years.

I want to thank fellow Bradley Committee members *Jim Wren* and *John Conde*.

—*Jim Wagner*

Friend of Automotive History

The Society of Automotive Historians exists for the purpose of promoting the study of the history of automobiles, motor vehicles in general, and the companies that produced them. Therefore, in a sense, we are all “friends of automotive history.”

But, there are those involved in automotive history who have made very special contributions to the hobby and to the study of an industry that in many ways has defined the development of society for over a century. *Bobbie'dine Rodda* is just such a person.

For over 40 years, *Bobbie'dine Rodda* has been a roving ambassador for the automotive hobby in general, with specific interest in celebrating automotive history. She began her activities in the early sports car movement in Southern California, thanks to the involvement of her father. As early as the 1950s and 1960s *Bobbie'dine* provided a treasure trove of information about potential



Friend of Automotive History honoree Bobbie'dine Rodda celebrates with Phillippe Guilhem

participants and/or exhibitors in varying automotive events that she had developed into a card file. As a consequence, almost all of the major concours d'elegance and other leading auto shows in Southern California through the 1980s were based on her information.

Her support of automotive events was reinforced through the use of another of her hobbies, that of photography. She often took dozens of rolls of film each week-end as she attended four or five different automotive related events. In between events she coded the prints and sent off duplicate copies to owners of the cars. Automotive publications soon were requesting copies of her work, which she willingly supplied, along with a report of each automotive event she attended. Within a very short time, *Bobbie'dine's* photos and reports were found in three or more periodicals. The accumulated photos have been used in a number of prize-winning books. They have value not only in tracing automotive trends and the ownership of vehicles, but also as a significant historical record.

For her untiring efforts on behalf of automotive history and for her spirit of inquiry and helpfulness that serves as an inspiration to us all, it is my privilege and pleasure to present *Bobbie'dine Rodda* with the Society of Automotive Historians 2006 Friend of Automotive History Award.

—*Bob Ebert*

SAH Board Meeting Minutes Hershey, Pennsylvania October 5, 2006

Present: President Michael Berger, Vice President Darwyn Lumley, Secretary Susan Davis, Treasurer Kit Foster, Immediate Past President Joe Freeman, Directors Robert Ebert, Sam Fiorani, Arthur Jones, Paul Lashbrook, Stanton Lyman, Joe Malaney, John Marino, Directors-elect Douglas Leighton and Steve Wilson
Absent: Directors Michael Bromley, Patricia

Yongue. Guests: Tom Jakups, Sinclair Powell, Taylor Vinson

Preliminaries

Call to Order President Mike Berger called the meeting to order at 7:10 P.M.

Approval of the April 5, 2006 Board Minutes *Joe Freeman* moved approval of the Minutes of the spring Board meeting. Seconded by *Stan Lyman*. Approved unanimously.

President's Remarks Humorously noting his need for training, President Berger reported that he had no report.

I. Reports

A. Report on Elections to the Board of Directors Directors present reported a tie, broken by directors' votes by email. Should there be a resignation between now and the next election, Susan Sanborn, the runner-up, is eligible to fill the vacancy.

B. Treasurer's Report Kit

Foster reported that the budget had suffered a deficit of \$3,620, the third deficit in a row. Principal reasons included 2005–2006: two Automotive History Reviews in one year; 2004–2005: AHR Index; 2003–2004: purchase of the Dunwoodie Archives. After talk of adjusting dues and the donation add-on at renewal time, Susan Davis advocated for a donor campaign. *Stan Lyman* moved that SAH launch the Society's first Annual Appeal, listing accomplishments and goals, looking forward to support for continuing SAH's important and significant endeavors. Seconded by *Susan Davis*. Passed unanimously. All agreed that the appeal be written by President Berger with assistance from the Board and be mailed soon.

Joe Freeman moved acceptance of the financial report as presented. Seconded by *Bob Ebert*. Passed unanimously.

C. Membership Report (including Directory) Kit Foster reported that we have gained 101 new members; the UK seems to be “on fire” for membership growth; the U.S. by comparison is down. Mike

Berger suggested SAH have a form response ready to send to email inquiries from non-members. Kit Foster reported that a new membership directory was coming soon and would cost about \$6,000. On the subject of an on-line version vs. the expense of publishing the printed version, consensus settled on the value of the printed version. Aside from concerns of internet security for such a list, it was noted that many members are still not internet accessible.

D. Annual Meeting & Banquet

- Kit Foster reported that 73 were signed up, with a possibility of three more. President Berger expressed to him his thanks and appreciation for making all the arrangements.

E. History Tent Paul Lashbrook was pleased with the tremendous response to his request for help. To encourage further support, he will conduct a drawing based on hours volunteered and personally provide prizes. In addition to providing all hospitality snacks, he will also provide all volunteers with classy name-tags! He then pitched the need for a

local storage site for key components of the tent. Some local members have expressed a willingness to store the materials locally. Susan Davis suggested that Paul Lashbrook, Kit Foster and Sam Fiorani prepare a report for the Board for approval at the spring meeting.

F. Membership Committee Initiative to Attract New Members

Arthur Jones and Stan Lyman reported progress on the archives membership campaign initiative. So far 16 archives have agreed to participate; to date, one library has requested additional brochures. Expenses for brochures, racks, boxes and shipping total \$835.99 to date. The Board decided to wait for the spring meeting to evaluate the program before proceeding with additional actions. Kit Foster suggested a letter be sent to recently lapsed members urging them to rejoin. Arthur Jones agreed that the Membership Committee would assume responsibility for this.

II. Action Items

A. Restructuring Responsibilities of Officers and Board Members

John Marino requested additional guidance from Kit Foster to help the latter divest some of his "hats." Kit noted that some of his hats are appropriate to his position as Treasurer, from paying bills to budgeting, making bank deposits, managing merchandise, membership renewals, preparing mailing lists, membership directory, etc. Paul Lashbrook noted that in the By-Laws the responsibility to appoint chairs of various committees resides with the President. Such appointments might be Publications chair, General Manager SAH Press (at the moment inactive), History Conference chair, coordination of the Hershey meetings (Board and Annual) and of the spring Board meeting. Some might be two-year assignments. Following discussion, President Berger appointed Vice President Darwyn Lumley chair of the Nominating Committee. Although it was discussed that the Vice President should make Hershey arrangements—from banquet and board meeting to all related items, including publicizing events through the use of the *Journal*, coordinating menus, preparing printed programs, coordinating reservations and ordering award plaques—in fact, John Marino volunteered to do the work. President Berger will assist in these responsibilities. Paul Lashbrook will continue to manage the History Tent at Hershey. President Berger will appoint Leroy Cole head of Chapter Relations; chair of the Publications Committee will remain vacant since the *SAH Journal*, *Auto History Review* and the SAH Web presence seem to manage well without a larger committee at this time. The fourth, SAH Press, will remain inactive at this time. Susan Davis noted that service on committees provide an opportunity to cultivate prospects for board service.

B. Consideration of a Petition to Create an International Motorsports History Section Joe Freeman presented a petition to the SAH Board to establish a Section to be called "The International Motorsports History



The SAH Board of Directors: (seated l-r) Secretary Susan Davis, Vice President Darwyn Lumley, President Michael Berger and Treasurer Christopher Foster (standing l-r) Robert Ebert, John Marino, Joseph Malaney, incoming Director Steve Wilson, Stanton Lyman, incoming Director Douglas Leighton, Paul Lashbrook, Arthur Jones, outgoing Director Samuel Fiorani and Immediate Past President Joseph Freeman. Not available for photo: Michael Bromley and outgoing Director Patricia Lee Yongue

Section” within the Society of Automotive Historians as allowed by By-Laws, last amended April 5, 2006, by the SAH Board. As required, by-laws for the Section and the names and addresses of proposed officers were presented with the petition to the Board. Until an election is held, officers Pro Tem will be: Joseph Freeman, President; Patricia L. Yongue, Vice President; Gordon E. White, Secretary; Gary Doyle, Treasurer. *Moved by Stan Lyman to approve the petition to create an International Motorsports History Section. Seconded by Kit Foster. Approved unanimously.* It was noted that Sections are authorized to enact dues.

C. Confirmation of 2008

SAH/NAAM Conference in Nashville Joe Freeman offered to assume the chair of the History Conference scheduled for 2008 in Nashville, Tennessee in collaboration with National Association of Auto Museums (NAAM). A committee of four, consisting of Joe Freeman, Bob Ebert, Doug Leighton and John Marino, has agreed to work with NAAM on two dimensions, organizational and academic. Doug Leighton pointed out the importance of 2008 as the centennial of the Model T Ford and the incorporation of General Motors by Durant.

D. Determination of Related Activities Surrounding the Spring 2007 Board Meeting in Florida

Arthur Jones contacted Alain Cerf, SAH member and owner of Tampa Bay Automobile Museum, about hosting the meeting at the offices of his company, PolyPack, in Pinellas Park, fifteen minutes from the Tampa Bay Airport. Scheduled for Friday and Saturday, March 30–31. One day will be devoted to a trip to the Collier Museum in Naples, two and a half hours away. Joe Freeman will work out details with Joe Malaney.

III. Other Reports

A. SAH Journal Tom Jakups reported that submissions were increasing and that he would be darkening the print for ease of reading.

Susan Davis suggested that increased leading (space between lines) might also help. His report was accepted as presented.

B. Automotive History Review

Taylor Vinson reported that expenses of issue #45 were in line with other issues. All approved and admired his work. His report was accepted as presented.

C. European meeting and Related Events

Taylor Vinson announced plans for the next Paris meeting February 15, 2007, at the Automobile Club de France.

D. Silent Auction Leroy Cole was not present, no report

E. Committee on Academics Pat Yongue was not present; no report presented.

IV. Awards

A. Brigham Award for the periodical exhibiting best overall treatment of automotive history over all issues published during the previous calendar year, Jack Juratovic, chair: *The Bulletin of the Vintage Sport-Car Club*, published by The Vintage Sports-Car Club, John Warburton, editor

Award of Distinction *Vintage Motorsport*, D. Randy Riggs, editor-in-chief, Syd Silverman, publisher

B. Cugnot, English for the book published during the previous calendar year demonstrating the most outstanding writing and original research, Doug Leighton, chair: *Pioneers, Engineers and Scoundrels: The Dawn of the Automobile in America*, by Beverly Rae Kimes, published by SAE International

C. Cugnot, Non-English Taylor Vinson, chair: *Panhard & Levassor – entre tradition et modernité*, by Bernard Vermeylen, published by E.T.A.I.

Awards of Distinction *Delage – La belle voiture française*, by Daniel Cabart and Claude Rouxel, published by E.T.A.I. *Berliet*, by Monique Chappelle, published by Éditions Le Télégramme

D. Carl Benz Award best periodical article during the previous calendar year. Don Keefe, chair: “Lucky

Goes to Camp,” by William Oosthoek, published in *Vintage Motorsport*.

Award of Distinction “Brooks Stevens: The Seer that Made Milwaukee Famous,” by Richard M. Langworth, published in *Collectible Automobile*

E. James J. Bradley Distinguished Service Award for library, archive or individual preservation of materials relating to motor vehicles of the world, Jim Wren, chair: SAE International, Warrendale, Pennsylvania

F. E. P. Ingersoll Award for automotive research in non-print media, Michael Bromley and Arthur Jones, co-chairs. Automotive Research Services, Terry Dunham, developer and manager

G. Friend of Automotive History to an individual exhibiting long-term outstanding service and contributions to the field of automotive history, David Lewis, chair: Bobbie'dine Rodda

H. Student Paper Sinclair Powell, chair: “General Motors: Innovations in American Social Class Structure,” by Katherine Anne Mechler, University of Dallas

V. New Business

A. Participation in 2008 AHA Annual Meeting Michael Bromley will report on this issue at the spring Board meeting.

B. Creation of Special Issue to Commemorate AHR #50, the 35th Anniversary of that Publication, and/or the 40th Anniversary of SAH To be taken up at March meeting

C. Outsourcing Membership No action

D. Possible Participation in Celebration of Toyota's 50th Anniversary in the United States It was agreed that SAH could be listed as one of the supporters of this celebration, provided that no financial contribution was necessary.

Respectfully Submitted,
Susan Davis, Secretary
Society of Automotive Historians

April 15th Is Deadline for 2007 Award Nominations

Nominations are now being accepted for books, magazines, articles, organizations and people worthy of being honored in 2007.

Nicholas-Joseph Cugnot Award, English Language recognizes the best English Language book in the field of automotive history published in 2006. Nominations can be made to **Douglas Leighton, Huron University College, 1349 Western Road, London, Ontario N6G 1H3 Canada**

Cugnot Award, Languages Other than English recognizes the best non-English language book in the field of automotive history published in 2006. **Taylor Vinson, 1314 Trinity Drive, Alexandria VA 22314-4726**

Carl Benz Award recognizes the best article in the field of automotive history published in 2006. **Don Keefe, 1149 Hampton Drive, Victor, NY 14564**

Richard and Grace Brigham Award recognizes the best overall

treatment of automotive history for a magazine as a whole. **Leroy Cole, 9500 Gale Lake Drive, P.O. Box 183, Goodrich, MI 48438**

James J. Bradley Award recognizes outstanding contributions to automotive history by an organization. **James Wren, 5930 Glen Eagles Drive, West Bloomfield, MI 48323**

E.P. Ingersoll Award recognizes the best treatment of automotive history in media other than print. **Arthur Jones, 504 South 26th Street, Philadelphia, PA 19146** or **Michael Bromley, 6303 Rockhurst Road, Bethesda, MD 20817**

Friend of Automotive History Award recognizes exceptional contributions to the cause of automotive history by an individual. **Darwyn Lumley, 1911 Goodwin Drive, Vista, CA 92084-2590**

Student Paper Award recognizes the best treatment of automotive history by an upper-level undergraduate or graduate student. **Bob Ebert, 4958 Somerset Court, North Ridgeville, OH 44039.**

Deadline for submissions for this award is June 1, 2007.

SAH in Paris XII

Beginning in 1996, SAH members from home and abroad have gotten together for drinks and dinner the evening before the opening of *Rétromobile*, the largest indoor old-car show and flea market in France. Our twelfth annual gathering will once again be at the Automobile Club de France (ACF). The date: Thursday, February 15, 2007.

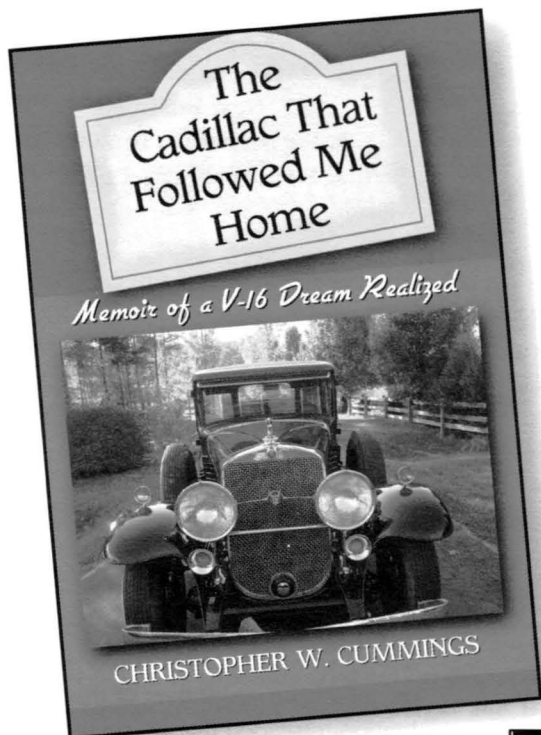
Last year, over 50 members and guests attended our meeting. That's almost two-thirds of the number who came to the SAH '06 annual dinner at Hershey. The ACF had not provided an inclusive price as of the November/December *Journal's* deadline, but it is expected to be around 95 euros (around \$115). Members coming from the US should write me either by e-mail (ztv@comcast.net) or at 1314 Trinity Drive, Alexandria, VA 22314, after January 1, 2007, and I will let you know the amount.

Members coming from outside the US should make reservations with and arrange payment to *Laurent Friry*. Laurent.friry@ericsson.com is his e-mail address and his home address is 22 rue d'Antony, F-91370 Verrières le Buisson, France. Please let Laurent and me know not later than January 31st if you wish to come so that the ACF can make arrangements. Sorry, but Laurent asks that you not send Euro-cheques because of the fees involved in cashing them.

The Club, 6 Place de la Concorde, is easily reached from the Concorde Metro stop. We'll meet for drinks at 6:30 p.m., with dinner following at 7:45. Jacket and tie for men. The winners of the Cugnot and two Awards of Distinction for books in a language other than English will receive their prizes at that time, as will a winner of the Richard and Grace Brigham Award.

We are also planning a day trip

continued on page 14



During the economic boom of the 1920s, Cadillac engineers sought to build a "halo car"—an automobile with no hope of selling enough units to recoup costs, but one that would draw buyers to the company's lower-end vehicles, and increase the company's prestige. The resulting 1930 V-16 became recognized as one of the finest cars ever built. This memoir, rich with photographs, recounts the author's lifelong fascination with the 1930 V-16, a passion he nurtured while owning other classic Cadillacs until his dream could be realized.

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59 photos (11 in color), index
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ISBN-13 978-0-7864-2808-3 2006



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California continued from page 1

Frederick C. Chandler, who later would make his own car, and returned to Ohio. By 1901 Bill was back in San Francisco operating his own bicycle agency. The Bill Brothers had their bicycle shops next to one another, Louis Bill at 305 Larkin Street and Leavitt & Bill at 307-309 Larkin.

In 1901 a young engineer from San Diego, Roy C. Marks came to San Francisco with plans for a motorized bicycle. Marks had been experimenting with gasoline engines and motorcycles for several years. By 1901 he had built a motorcycle and may have brought it with him. He found the Bill brothers, who liked his idea and hired him to make a motorcycle for them. Marks's machine now became the California Motor-Bicycle.

By October 1901 the California Motor Company had an office in New York City at 335 Broadway, which suggests that the Bills were thinking about national distribution for their motorcycle. Not only that, but they were said to be planning agencies for England, Germany, Australia, China and Japan.

On March 16, 1902 the San Francisco Motorcycle Club conducted a tour to San Leandro. On the tour were John and Louis Bill, John Leavitt, Roy Marks and Harry Miller, a young machinist working for Leavitt & Bill. Miller is said to have made a motorcycle for himself shortly after arriving in San Francisco in 1900. Whether he had any input into designing the California is not known. Miller would soon go to Los Angeles where he would later become famous building racing cars.

The California Motor-Bicycle was a typical early motorcycle. It retained the bicycle's diamond frame and pedal cranks, the pedals being used to build up sufficient speed to start the engine. Roy Marks's one-and-a-quarter-horsepower single-cylinder air-cooled engine was mounted against the frame's downtube. A drive

belt sent power to the rear wheel. Ordinary dry-cell batteries provided the spark and enough gasoline was carried for about 70 miles of travel. Top speed was 25 miles an hour.

The first Californias weighed about 75 pounds and cost \$175. Motor tandem models also were available as was a made-to-order racing motorcycle with a four-horsepower engine. In 1903, in addition to the standard model, a more powerful two-horsepower version was offered for \$225. Production seems to have run at a fairly high rate for the time. The Leavitt & Bill agent for San Jose re-reported having sold nearly 100 Californias by midsummer 1903.

In local motorcycle contests the California competed with mixed results. Henry Burgess, California's factory superintendent, rode a California racer to victory in a three-mile handicap race at San Francisco's Ingleside track on October 5, 1902. Burgess was one of only two riders among ten entrants racing without a handicap. On November 2, 1902 Paul Steffani set a West Coast motorcycle speed record at San Jose on his California racer, covering one mile in one and a half minutes.

The standard production model California, however, required a substantial handicap to be competitive in racing. On November 8, 1903 Monte Fink won a five-mile handicap race at the Ingleside track on a production model California, but he needed a four-and-a-half-minute handicap to do it. Standard model Californias earned high marks in reliability and endurance trials though.

The California's greatest feat occurred in 1903 when George Wyman, a 26-year-old bicycle racer from Oakland, became the first person to cross the continent by motor vehicle. Riding a one-and-a-quarter-horsepower California, Wyman left San Francisco on May 16th bound for New York City.

George Wyman must have been a determined, but frustrated, young

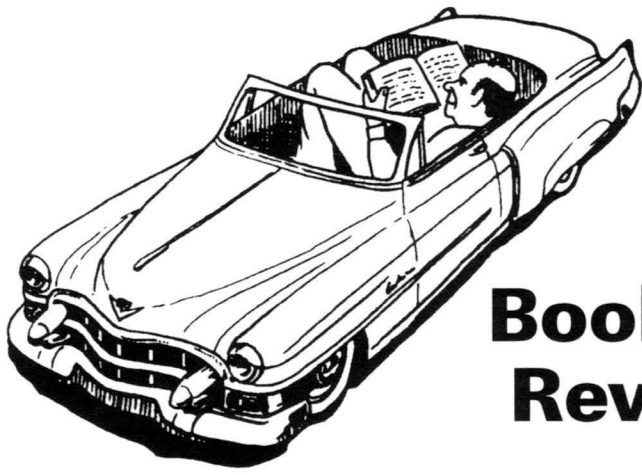
man. Although he arrived in New York ahead of two parties of automobilists, who also were vying to be first across the continent, he was largely ignored. Wyman's achievement was clouded by the fact that he had to dismount to push and pull the motorcycle through many miles of snow covered mountain roads, soft desert sand and deep Great Plains mud. He also had to pedal bicycle-style over long stretches of road when his little machine failed him.

Even though the drive belts and handlebars broke with exasperating regularity, Wyman claimed he had no significant mechanical problems until he neared Chicago. The engine's crankshaft broke, forcing him to pedal into the city where he waited five days to get parts from the factory. He motored on to Albany, New York, before the engine failed completely. At 5:30 in the afternoon of July 6, 1903 George Wyman pedaled his disabled machine to the offices of the New York Motorcycle Club on Broadway, completing a 52-day journey across America.

News of Wyman's ride may have attracted the attention of the makers of the Yale and Snell bicycles. They saw an opportunity to enter the motorcycle business with a proven product. In October 1903 the Yale and Snell companies merged to form the Consolidated Manufacturing Company of Toledo, Ohio. At the same time they secured the rights to the California motorcycle. The fact that Leavitt & Bill represented the Snell bicycle in San Francisco may have played a part in the deal.

By early 1904 Consolidated had its own version of the California, the Yale California, in production. Louis Bill, acting through the California Motor Company, became the western representative for the Yale-California, which was still being advertised locally as a California. The California Motor Company remained in the its factory on Folsom Street for a time

continued on page 14



Book Reviews

An Historical Who's Who of the Automotive Industry in Europe, by *Jan P. Norbye* 2006, ISBN 0-7864-1283-6. Hardbound, 366 pages, not illustrated. McFarland & Co. Inc., Jefferson NC and London. www.mcfarlandpub.com, order line 800-253-2187. \$49.95

Jan P. Norbye, an eminent automotive historian and writer for decades, had just finished the manuscript of this book after many years of diligent research when he died in 2003 in Southern France. As mentioned in the foreword he had intended to illustrate the book with photographs of many of the personalities but unfortunately due to his illness he ran out of time. Even without any illustrations his last work is a mine of information for any historian, writer and journalist.

It contains in alphabetical order some 600 short biographies of the most important figures of the European automobile industry. These were the men—inventors, designers, engineers, entrepreneurs, executives and others—who shaped the industry from its beginnings in the late 19th century to the present day. The profiles summarize their lives and careers and their specific contributions to the industry, to individual companies or models. While many of the people who have worked for the famous marques and companies already have their own biographies published, there are hundreds about whom little was known. Here Jan P. Norbye's

book fills a considerable gap by bringing to light many forgotten and as yet unpublished biographical details. Whenever possible the exact birth and death dates are included.

The foreword also states, "Clearly there is room for debate on individuals who should have been included or omitted, but this is what Jan would have wanted. His idea was to create a book that would stimulate and ensure that these pioneers and their achievement would not be forgotten by students of the motor industry."

OK, let us single out a few names of men who, in the opinion of the reviewer would have merited inclusion or more than a very short mention. The most glaring miss is probably Hans and Erich Ledwinka. While the father, Hans, was chief designer and responsible for the advanced Tatra cars, his son, Erich, was technical director at Steyr-Daimler-Puch. Ernest Henry, designer of the first successful DOHC racing engine, the Bucciali brothers with their stunning FWD projects and Anthony Lago, CEO of the French Talbot-Lago are examples of people mentioned in a few words only in the biography of others. The early pioneers such as Lenoir, Otto, Cugnot, Marcus, etc. were left out on purpose as they had nothing to do with the industry, which was not born yet. The few Swiss who stayed in their home country, such as Saurer, Martini, Fischer, Dufaux, Sbarro and others, are also omitted.

But make no mistake, *Who's Who* is a fabulous work of reference and will be kept handy by any serious automotive historian and student for many years to come. It is very well produced, has a superb index and offers so much additional inside information about most of the big and smaller European automobile companies that it is warmly recommended.

—*Ferdinand Hediger*

Richard H. Arbib 1917–1995: Visionary American Designer, by *Frederic A. Scharf*, 2006. ISBN 1-882266-16-1. Hardbound, 80 pages, 54 photos and illustrations, 35 in full color. D.A.P./Distributed Art Publishers, 155 Sixth Avenue, 2nd Floor, New York, NY 10013 212-627-1999.

Mention the name Richard Arbib and the Pavlovian response is often Pan American, the sensational Packard show car he created for the International Motor Sports Show in 1952. Among the judges who chose it as the outstanding design of the exhibition were Alexis de Sakhnoffsky and Norman Bel Geddes. There are two great photos of Arbib with the Pan American in this book: In one, he is in mechanic's garb supervising its construction; in the other he wears a camel's hair coat, color turned up, looking very swank, with New York City's Queensboro Bridge in the background.

I don't recall seeing either photo before. Indeed this entire book is replete with never-before-seen photos and design drawings. And *Frederic Scharf's* biographical essay tells the fascinating, ultimately tragic story of the man who was among the most visionary of those designers who imagined the future of the automobile during the early post-World War II period.

As a teenager on Long Island, Arbib became a pen pal of Sir Malcolm Campbell following the latter's Blue Bird speed trials in Daytona. A student at Pratt in 1938, he entered

the school-sponsored exhibition at New York's Rockefeller Center with a three-wheeled, four-passenger automobile he named the "Ultra" that was the hit of the show and resulted in a lengthy article announcing that a star had been born.

The following year Arbib was in Detroit working for Harley Earl at General Motors. His subsequent resumé is too lengthy to other than enunciate here: war work with Republic Aviation, Director of the Detroit Institute of Automotive Styling for Harley Earl through the late forties, establishment of his own design office in New York City in 1949, work for Charles Russell Feldmann of Henney and George Romney of American Motors, the landmark "Astra-Gnome" that made the cover of Newsweek in 1956.

By the 1960s Arbib's vision of the future was fast becoming reality. Bereft of fresh ideas and frustrated by rejection which he hadn't previously known, Arbib launched into a series of fanciful projects that didn't have a prayer of being produced and barely paid the rent. The one-passenger "Cyclar" he designed in 1979 was built but suffered mechanical failures. Arbib had recognized the problems during the assembly of the pilot run in Taiwan but was unable to convince his backers to bring the work back to the U.S. Thereafter clients ceased to come calling.

In 1952 Arbib had turned down Harley Earl's offer to return to GM as Director of Advanced Styling. During the final decade of his life, his imagination was, as the author notes, "stuck in the 1950s." His unsolicited queries to manufacturers offering his design services brought no replies. In December 1994 he filed for bankruptcy. Two months later he died.

This is my idea of an absolutely superb book—an enthralling story and lots of automobiles that are a revelation too. Frederic Scharf is to be both thanked and congratulated.

—Beverly Rae Kimes

Over Here: The American Car in England in the 1960s - Volume 1,

by Steve Miles, 2004, ISBN 0-9545624-4-5, Hardbound, 160 pages, 298 b/w photos. SGM Publishing, Cosgrove Walk, Lock Lane, Cosgrove, Northants MK19 7JR England, www.sgmpublishing.co.uk/info@sgmpublishing.co.uk. £19.95 (approx. \$38) plus shipping and handling.

This book contains a unique and fascinating collection of nearly three hundred well-composed black-and-white photographs of American cars seen in London by the author as a teenager between 1964 and 1970. Taken with a 35mm SLR camera, and showing cars built between 1946 and 1969, the pictures demonstrate how varied were the American automobiles in use in Britain during the 1960s, even though they made up only a tiny proportion of the country's overall car population. Outside London and the big cities, and away from U.S. military bases, any American car remained an unusual sight.

The joy of this book is that the cars are seen in unselfconscious daily use, often in motion on crowded streets, sometimes muddy or dented (right flanks of lefthand drive cars could be vulnerable), occasionally pristine. The author was assiduous: "My ambition, though never stated as such, was to spot and photograph an example of every make and model

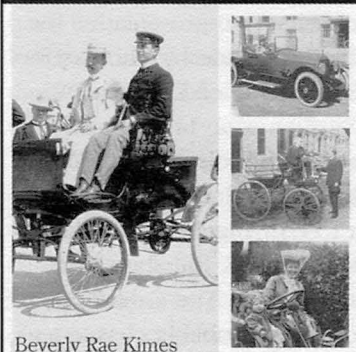
produced by my heroes of General Motors, Chrysler and Ford, not to mention American Motors and such prized rarities as Studebaker and Packard."

Packard's 400 convertible and Clipper and a dozen Studebakers (including a heavily finned 1958 Champion), are shown in evocative street settings that will bring the decade back powerfully to any reader who was there at the time.

Other rarities include a Continental Mark II with Quebec license plates, 1955 and 1958 DeSoto Diplomats, and a '62 Plymouth Coronado limousine. There are good selections of Corvettes and Mustangs, and many larger convertibles.

The photographs are arranged two to a page, by marque in alphabetical order and by model year within each marque section. All major, and many minor, marques are included. Captions are written in an informal style and give information about the individual cars themselves along with such details as their colors, comparative rarity and locations. These locations are delightfully varied. A 1958 Cadillac Series 62 (UYP 6) whooshes along Park Lane, while a Fleetwood 60 Special of the same year (UYP 5) gleams on another day in the Kensington sunshine. By contrast, a '67 Falcon Futura is discovered on a back street, parked in front of a large pile of semi-compacted cardboard boxes,

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Beverly Rae Kimes

SAH News continued from page 10

to Autoworld in Brussels on Saturday, February 17th, taking the Thalys fast train for the 90-minute trip. Reputedly a splendid collection of some 300 vehicles, further information is available at www.autoworld.be. If you'd like to go, whether you live in the U.S. or elsewhere, contact me at my email (ztv@comcast.net) or postal address as ticket costs could depend on the size of our party.

Final details about the dinner and the trip will be in the January/February issue of the *Journal*.

—Taylor Vinson

Yesterday: Inquiring Minds Want To Know, 1953–58

Then as now, magazine covers sold magazines, by raising questions of interest in the day or highlighting issues on the minds of many. Thus, *Auto Age* inquired in February 1955, "Starfire or Cutlass: Which Style Line Will Oldsmobile Follow?" In May 1958 *Speed Age* asked, "Can A Jaguar Win Indianapolis?" And "What's with the '56 Cad?" wondered *Hot Rod* in February 1956.

For a larger audience, the May 18, 1953 issue of *Time* pictured on its cover Benson, William and Henry Ford (II omitted) behind the wheel of one of their company's convertibles, and captioned their corporate mission: "One more car to pass on the road ahead."

The 1955 *Auto Age* cover showed a '54 Olds Starfire convertible, a Cutlass show car and TV personalities Buff Cobb and her then-husband, Mike Wallace. The answer to the cover question was largely both, as it turned out; for a few years, anyway. The Cutlass displayed one feature blessedly not used by GM until a recent Saturn model: center mounted instruments.

Jaguar's chances for a successful run at the Brickyard were, according to *Speed Age* writer Bob Fendell, dependent on four factors: weight, suspension and steering, tires, and engine.

Conclusion: A D-Jag couldn't win, but a lighter Lister-Jaguar might. No Jaguar ever did, but might it have been encouraged to mount a serious effort if it had had the resources to go racing with open-wheeled racers more appropriate for Indy, as well as full-fendered streamliners, as Mercedes did?

Hot Rod technical editor Racer Brown told us, in detailed but clear technical terms, that what was new with the Caddy was a more powerful engine and a revised Hydra-Matic transmission, not the sort of detail a reader could glean from the jewelry-framed Cadillac ads of the period.

In its lead for the Ford story, *Time* could not resist a pun: "The Rouge and the Black." But otherwise the lengthy essay, in Ford's fiftieth anniversary year, was a compilation of by now well-known Ford history and family anecdotes. Only at the end did the focus shift to the competition with GM, and then only in terms of Ford v. Chevrolet. "As soon as we can outproduce them, we'll outsell them, Mr. Ford said in 1953. 1954 would be the year.

—Pete Whittier

California continued from page 11

and also briefly represented the Hecules motorcycle, while Leavitt & Bill continued to sell California motorcycles.

In 1904 the California Motor Company moved to 304 McAllister Street where Louis Bill maintained an office with his younger brother Bernard Bill. The firm of L.H. & B.I. Bill was a manufacturer's agency representing several auto supply companies. In 1905 Louis Bill became the West Coast factory representative for the Rambler car made by Thomas B. Jeffery & Company of Kenosha, Wisconsin.

Leavitt & Bill dissolved their partnership at the end of 1905. John Bill went to Los Angeles, taking over the former Leavitt & Bill shop there on January 1, 1906. The California Motor Company probably ceased to exist about this time as well. John

Leavitt became an auto dealer in San Francisco. Louis Bill, while still involved with his brother in the manufacturer's agency, devoted most of his time to Rambler cars.

By 1906 only Yale-California motorcycles were being sold in San Francisco. The California Motor-Bicycle had been a true pioneer in the industry, but when an all-new Yale was introduced for 1909, all trace of the California disappeared, including the name.■

Reviews continued from page 13

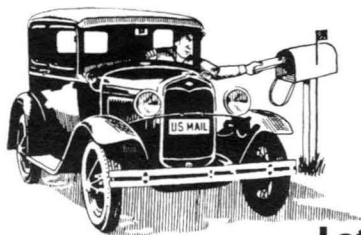
while a 1957 Dodge Coronet convertible was captured at a north London roadside from the front seat of a (presumably stationary) bus. Other cars were seen outside embassies and upmarket hotels, and in the showroom of the well-known London GM dealership, Lendrum & Hartman.

Although quite a few of the cars carry foreign registrations, most—both left- and right-hand-drive—have English license plates, often of later dates than the cars themselves. Cars in the backgrounds are mostly British but, this being London, there are also rarely-seen continental models from, inter alia, Ford of Germany, Simca, Opel and Borgward.

With maturity and the arrival of other interests, the author's hobby fell into abeyance, but not before he had amassed around ten thousand negatives of American cars seen in London and elsewhere. Steve Miles later worked as a professional photographer and with American cars; he is a regular contributor to the British enthusiasts' magazine, *Classic American*, and the book's rear flap shows him with his present 1955 Cadillac.

This book is projected as the first of a series, and I for one hope that the author will publish further selections from his remaining photos. Steve Miles's enthusiasm and enjoyment in seeking out rarities are infectious. There are many hours of pleasure to be had from this unusual book.

—Heon Stevenson



Letters

Studying Cars Involves More Than the Cars

In keeping with President *Mike Berger's* advice to a young college grad with a B.A. degree who wants to "study cars" (President's Column, *Journal* 224), may I make another suggestion? Don't limit your study to just cars but add history of your country's culture as well. An example can be found in the 1917 Johnson's Wax ad to the right. It shows three examples of our culture at the time. In the top drawing the lady is waxing the family Victrola. It had no electricity; a crank was used to wind up a motor to get the turntable spinning at 78 rpm, the only speed available at the time. Volume could be increased only by opening the lid. In the middle drawing the lady is kneeling on the floor waxing the linoleum because manmade cellulose sponge mops had not been invented yet. The only remedy for the lady getting the ailment known as "housemaid's knee" was to get someone else to wax the floor. The bottom drawing shows the man waxing the car with the same wax used on the Victrola and the linoleum floor! The car was probably finished in varnish as good sprayed-on paint was not available until the mid 1920s.

I would also suggest researching the development of components that are now required safety items that were once considered accessories, such as bumpers, sun visors, tail lights, stop lights, windshield wipers, shock absorbers, turn signals, heaters and defrosters. Also why only front doors are considered "suicide" doors and not rear doors. There is so much to learn.

—Nelson Bolan



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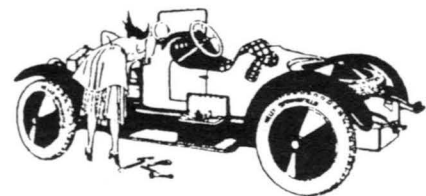


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"IT WOULDN'T GO FAST ENOUGH TO BLOW YOUR HAT OFF!" SAH member Joe Freeman mentioned this famous quote from Tommy Milton about Cliff Durant's baby Chevrolet racer when he gave this photo to Beverly Rae Kimes. Bev notes that, "Of course, 'Racy' Joe is accustomed to bolides with more impressive performance than a Saxon. Still, this chummy little roadster was doubtless swift enough for these ancestors of Gloria Steinem and Betty Friedan to spread the emancipation word far and wide. The dating on the car, Apr. 6, 1916, indicates the journey was just beginning for these determine suffragettes. Good thing women were allowed to drive in those days. Otherwise we still might not be able to vote." *Beverly Rae Kimes collection*