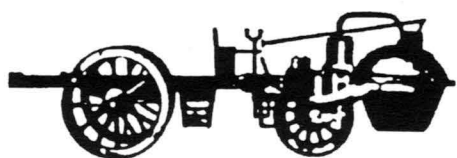


# SAH Journal

The Society of Automotive Historians, Inc.  
Issue 228  
May–June 2007



www.autohistory.org

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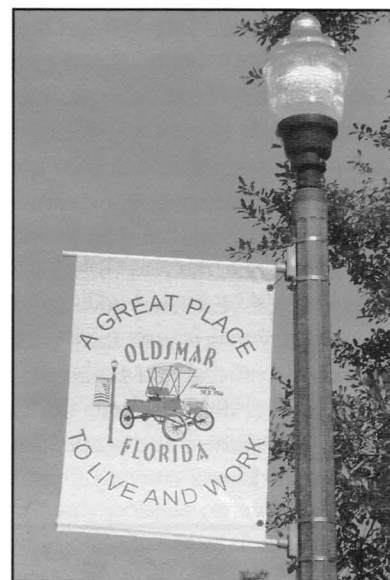
## Oldsmar: Ransom's Florida Legacy

By Kit Foster

Transportation magnates often engage in land development. How better to promote travel than with a destination? Thus such luminaries as Carl Fisher (PrestoLite, Lincoln and Dixie Highways) and Henry Flagler (oil, railroads) built resorts on the east coast of Florida. Ransom Olds, meanwhile, had a more utopian vision for his project at the head of Tampa Bay. In 1913, he purchased nearly 35,000 acres, to be known as R.E. Olds-on-the-Bay. Known in the early 1930s as Tampa Shores, in the late '20s and since 1937 it has been called Oldsmar.

While preparing for the recent SAH Board meeting in Florida, I noticed that Oldsmar was but 16 miles from our location in Pinellas Park. With some time to kill before return flights on Sunday, *Arthur Jones* and *Stanton Lyman* joined me for an adventure in search of Oldsmar.

Oldsmar is easy to find, a short detour from Florida Highway 580, the main route from Dunedin to Tampa. It's clear that Oldsmarians know their legacy—the main street is hung with banners proclaiming “A Great Place to Live and Work,” surrounding an image of a curved-dash Oldsmobile. The first building on the way into town is a 1920s edifice proudly inscribed “Oldsmar Bank,” now the public library. Alas, on Sunday morning the library was closed, so we started exploring on foot.



Oldsmar's main street is bannered with a curved-dash theme. All photos: Kit Foster



Oldsmar Bank, oldest commercial building in town (1919) is now the public library.

Walking toward the bay on divided Park Boulevard, we encountered a gentleman retrieving his Sunday paper. We asked if there was an Olds mansion in town, but he told us that his modest bungalow and the one next to it were the oldest buildings remaining. “All the rest were blown away in a hurricane” in the 1920s, he said. The trail seemed quite cold.

I had chosen my fellow travelers well. Both Arthur

*continued on page 9*



**Thomas S. Jakups, Editor**

# A Lot to Read in This Issue

many unpaid hours on behalf of the Society and its members. This humble editor says thank you.

Speaking of Board members, I want to thank *Kit Foster* for sending along his account of the little side trip he went on with *Arthur Jones* and *Stan Lyman* while down in Florida. Historians are nothing if not curious, so with a little time on their hands they could think of nothing better than to snoop around a quiet town in search of automotive history.

Also in this issue *John Warburton* reports on what must have been a very enjoyable spring seminar put on by our SAH members in Great Britain. I'm glad to see that SAHB is "in good heart."

*Mike Berger's* President's Perspective musing on a degree in automotive history (*Journal 226*) continues to generate feedback from the members, and I want to thank *David Lyon* and *Brent Byers* for their letters on the subject, which appear in this issue.

I have a number of books for

review: *Sundays with Von Dutch*, a look at the "father of automobile pinstriping"; *Driving from Japan*, chronicles the success of Japanese cars in America; *The Wankel Rotary Engine*, a history; *The Streamline Era Greyhound Terminal*, explores the achievements of architect William Strudwick Arrasmith and his work for Greyhound during its streamline era; *Cars I Should've Kept*, a memoir of a life restoring classic sports cars; *The Automobile Bodybuilders of Amesbury, Massachusetts*, a look at when Amesbury was the center of custom automobile making in the East; and *Trust and Power: Consumers, the Modern Corporation and the Making of the United States Automobile Market*.

I have received a great response to my previous calls for reviewers and would like to give preference to those who have volunteered to review books but were shut out so if this applies to you, please e-mail or phone me and I will get a book and review guidelines out to you.

—Tom Jakups

# SAH Journal

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Issue 228 May-June 2007

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30-50 July 1973-Dec. 1976

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51-59 Feb. 1977-July 1978

**Walter Cosden**  
60-87 Nov. 1978-Dec. 1983

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

**Christopher G. Foster**  
118-157 Jan./Feb. 1989-July/Aug. 1995

**Samuel V. Fiorani**  
158-194 Sept./Oct. 1995-Sept./Oct. 2001

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**Copy Deadline for Journal 229**

**June 30th**

# Automobile Love and Loyalty

passed General Motors in terms of first-quarter 2007 car sales worldwide.

Whether contemporary Americans should be as loyal to their national manufacturers as many Europeans seem to be is open to question. What is clear, however, is that past and ongoing interest in foreign marques has allowed Americans to know and appreciate an incredibly broad range of cars, even when the United States dominated the worldwide automotive market. One result of this phenomenon is that American auto historians have a global perspective. Thus, in 1996, SAH began to hold an annual dinner for our colleagues in Europe, an event that also provides a nice excuse to tour automotive-related venues on the continent. Similarly, in 2001, we realized the wisdom of creating a Cugnot Award for books published in a language other than English.

Recently, I had the opportunity with other SAH officers and Board members to tour two automotive museums in Florida, the Collier Collection in Naples (unfortunately no longer open to the general public) and the Tampa Bay Automobile Museum in Pinellas Park. I carried back two observations from that trip that are pertinent to the discussion above. First, while my research has focused exclusively on American cars and their socio-cultural impact, I was fascinated by the foreign vehicles on exhibit in each museum. For the first time, I really understood the significance of the Czech-built Tatra for European (not just automotive) history and the emergence of a "people's car" in that part of the world. Second, as we toured both facilities, I was struck by the wealth of knowledge evidenced by my colleagues as they commented on the design, mechanics and history of the international vehicles that they were viewing. I am sure that many of our other American members possess a similar degree of knowledge

regarding foreign cars.

Thus, while one can bemoan or criticize the lack of loyalty that contemporary Americans seem to have for their national marques, it has had at least one unambiguous, beneficial effect. It has created a generation of car aficionados who appreciate and purchase the best that the world's automakers can create.

\*\*\*

Since my automotive history degree column back in the January-February issue continues to generate responses (see Letters), I would like to return for the last time to that topic, focusing on two points. First, I like the idea of a graduate (master's) degree in the field, as opposed to the undergraduate (bachelor's) degree I was initially promoting. The former would probably have a larger potential "student" market and thus enhanced chances for economic viability. It would also allow for a more in-depth study of the various topics, since students could be expected to already possess certain background knowledge from their undergraduate education and life experience.

Second, many respondents have commented on the near impossibility of successfully steering any automotive history degree through the shoals of campus politics. Having spent 36 years as a college professor or administrator, I know whence they come. Yet, the proverbial winds of change are sweeping through American higher education, driven by the need to attract students in a tight market. As a result, the success of individual colleges and universities depends more and more on establishing a unique "brand" that separates them from the others with whom they compete. If we can prove that there is a sufficient market for an automotive history degree, the powers-that-be at one or more institutions will embrace it as one of their distinguishing characteristics.

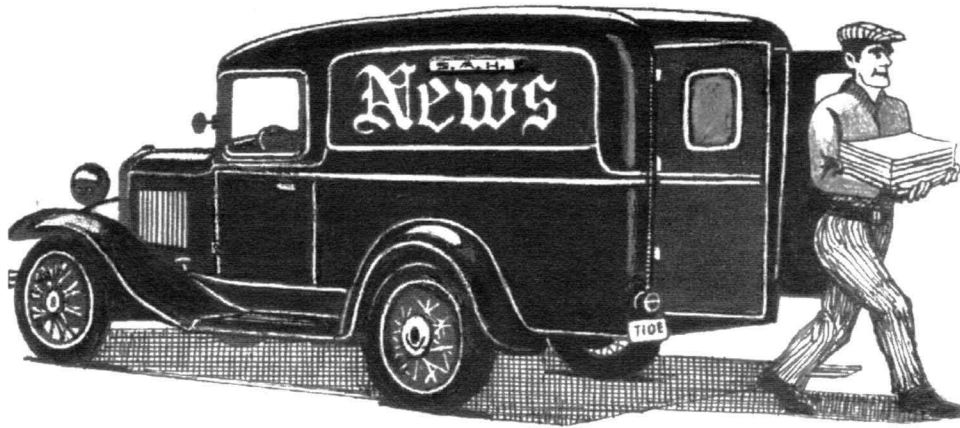
—Mike Berger



**Michael L. Berger, President**

I am certainly not the first to note that Americans love their cars. Despite sticker shock, the loss of the automotive loan interest deduction and historically high gas prices, they continue to buy over 7,500,000 new cars (excluding SUVs and light trucks) a year, and there are 135,000,000 cars registered in the U.S. This love affair is not limited to cars made by American companies or manufactured in the U.S.

Americans seem to be quite fickle (or, more positively, "selective") in their purchasing behavior, buying that vehicle that appeals most to them because of styling, safety, cost, etc. An item in the March 25th issue of *Parade* magazine indicates that such behavior is not necessarily the norm elsewhere, or at least not in Europe. L.W. Winik notes therein that in Germany, the ten best-selling cars are all of German manufacture; that in France, nine of the top ten motor cars are French-made; that in Italy, Fiat makes three of the five best-selling vehicles; and that in Sweden, Volvos and Saabs occupy the top four spots. Americans, on the other hand, now buy Japanese, Korean and European cars in such significant numbers that imports and transplants (automobiles built in the U.S. by a foreign firm) account for nearly 60 percent of new retail car sales. In recent years, the Toyota Camry has more often than not been the best-selling model in the United States, something that no doubt contributed to the historic announcement in late April that Toyota had sur-



**SAH Board Meeting Minutes  
Tampa Bay Auto Museum  
Pinellas Park, Florida  
March 31, 2007**

Present: President Michael Berger, Vice President Darwyn Lumley, Secretary Susan Davis, Treasurer Kit Foster, Immediate Past President Joe Freeman, Directors Michael Bromley, Arthur Jones, Paul Lashbrook, Doug Leighton, Stanton Lyman, Joe Malaney, John Marino, Steve Wilson. Absent: Robert Ebert. Guest: Taylor Vinson

**Call to Order** President Michael Berger called the meeting to order at 10:20 A.M.

**Approval of the October 5, 2006, Board Minutes** *Paul Lashbrook moved approval of the minutes of the Fall 2006 Board Meeting. Seconded by Joe Freeman. Approved unanimously.*

**President's Remarks** Mike noted that he had organized the agenda topically.

**Treasurer's Report** Kit Foster noted that the report as presented is a preliminary report because this is mid-term on our investments. The midyear report is also distorted because neither expenses nor income is linear. Net worth has increased slightly. There is a backlog in membership renewals because there hasn't been time to process them. Most items are on track. The fundraising campaign more than offset any single cash flow issue. No anticipated changes in usual extraordinary

expenses (*Journal*, Hershey, etc.). Contributions slightly over \$10,000. Total number of donors, 153, a 20-percent response, which is high, reflecting the interest, indeed passion, of the membership. *Susan Davis moved that the treasurer's report be filed for audit.*

**Discussion of How Best to Apply the Money Generated by the Fundraising Campaign.** Discussion ranged from simply fulfilling the needs expressed in Mike's solicitation letter to expanding the membership, providing additional tools for members, providing guidelines from defining a good automotive library to how to do automotive history, expanded web access, etc. *Susan Davis moved to refer the issue to a committee/email discussion for a proposal at the October meeting for the best use of expanded income. Seconded by Arthur Jones. Passed unanimously.* Darwyn Lumley agreed to monitor the discussion and assure that a report will be prepared.

**A. Timing of Future Campaign(s)** Subject to Darwyn's report, there appeared to be consensus at this time that such campaigns be biennial.

**B. Proposal for a Planned Giving Program** John Marino presented different types of planned giving. *Joe Freeman moved to create a committee to discuss a planned giving program. Seconded by Paul Lashbrook. Passed unanimously.* John Marino, Paul Lashbrook and Joe Freeman

agreed to serve on the Committee, John Marino to serve as chair. Report to be presented at October Board meeting.

**Membership Issues**

**Membership Statistics** Currently above 1,000, pending the processing and subsequent reminders of current renewals. Canadian and overseas members have been reminded. Doug Leighton proposed a Student membership. *Stan Lyman moved to amend the by-laws to create a student membership fee at half the regular membership. Seconded by Susan Davis.* A student qualifies if he or she is registered in a certified school, college or university. Since the costs of servicing a membership are nearly at the price of an individual membership, the cost of this type of membership is an issue. There was consensus that the student class of membership be subsidized with a portion of the money raised in the recent campaign. Michael Bromley suggested that other members introduce students, perhaps give gift memberships, that students would then renew on their own. *Arthur Jones abstained; all others in favor.* Mike Berger will circulate language for approval for the by-law change.

**2006 Membership Directory** Applause for Kit Foster. Kit referred to the directories at each place at the table and reported that they were now on their way by USPS to all current members.

**Membership Committee Report** Arthur Jones reported that 465 former members had been solicited, having lapsed between 2001–2005, of which 44, most being in the first years, had been returned-to-sender (died or moved); there were 27 renewals and he estimated that 35 would be the final number, representing a six- to seven-percent return. This effort more than paid the cost. Arthur also noted that the effort to recruit members by leaving brochures at automobile museums and archives had not resulted in enough new



members to be worth continuing, in his opinion. Arthur Jones further reported that efforts to date to increase membership are modest. The Committee proposed placing advertisements in club or commercial magazines and investigating joint efforts with other clubs. In considering being more aggressive, the Committee needs to find out how much it would cost to advertise in club magazines.

*Doug Leighton moved to have the Membership Committee investigate advertising costs and related considerations and report back at the October meeting. Darwyn Lumley seconded the motion. Passed unanimously.*

**Proposal for Joint SAH/NAAM Membership** Although a joint membership might be a net loss to SAH because so many individual members of National Association of Auto Museums (NAAM) are members of SAH, including institutional memberships, Stan Lyman suggested that any ability to increase our relationship with NAAM would be a good idea.

#### **Meetings and Conferences**

**2007 SAH-AHA Panel Presentations** Michael Bromley reported that the presentation of papers on roads and transportation was very well received. It was good exposure for SAH.

**Participation in 2008 AHA Meeting** SAH has passed the deadline for joint-sponsorship. The next meeting is in Washington, DC; continuity would be helpful. Joe Freeman offered to drive a Model T to the 2008 meeting, to draw attention to one of automotive history's most important centennials. The deadline for papers is June 1st. Mike Berger, Michael Bromley and Pat Yongué will work on participation in the 2008 conference.

**European Meeting and Tour** Taylor Vinson reported that Rétro-mobile and all related events were as exciting as ever. As in past years, SAH members were well represented, including the Cerfs, the Brownells and the Jeals.

#### **2007 Annual Hershey Meeting**

**and Banquet** John Marino reported that all plans for dinner and room reservations for October 12, 2007, were in place. Kit has taken care of the financial mechanics.

**A. History Tent** Paul Lashbrook reported everything is in place for the fall event. Thanks to Kit, the tent and portable toilet are contracted. Paul will provide food and beverages again. If they can arrange for electricity, they would like to make coffee a possibility.

**B. Storage of Materials** Member Kirk Gibson has offered storage of materials, to simplify Kit Foster's toting of SAH materials from Connecticut every year.

**2008 SAH/NAAM Conference** Joe Freeman has met with the Lane Museum's functions coordinator. The next need is to set the theme. The Conference Committee will then avail itself of academic and other appropriate listserves to call for papers.

**July 2008 Model T Centennial Conference** July 17-19, 2008, titled "The World of the Model T," at The Henry Ford, Dearborn, and the Ford Piquette Avenue Plant, Detroit, Michigan. The Henry Ford, the Model T Automotive Heritage Complex (T-Plex), *Technology and Culture* magazine and SAH are joint sponsors. The deadline for papers is September 1, 2007. Michael Bromley asked about building a listserve of our own members to get the word out. Proposals are invited on topics pertaining to the Model T's design, manufacture, sales and use; relationship to labor history, roads and highways, auto travel, suburbanization, energy, safety, public transportation, industrialization, industrial archeology; the T's role in countries outside the U.S. (especially welcome). Proposals should include the title of the submission, names and affiliation of the presenter, together with physical and virtual contact information, proposed format (paper, panel, etc.), and a one-page abstract describing the content of the presentation. Proposals should be submitted to Jerald Mitchell, T-Plex, 140 Edison

Avenue, Detroit MI 48202-1559 or by e-mail to jerald.mitchell@tplex.org. E-mail submissions are encouraged. A special-purpose committee will review proposals, and the Board suggested possible people to represent SAH on that committee. David Lewis should be brought in on this. Jim Schild's knowledge of Ford production makes him another candidate for this committee.

**Proposed Minnesota Literature Fair** June 29-August 4, 2008, a month-long art fair, including the Automotive Fine Arts Society, etc., is to take place at the Hopkins Art Center. Perhaps SAH could have a literature fair during one of the weekends of that event. Motor Books, Iconographics, etc., might participate. Co-organizer Kevin Clemens envisions a room in the art center to display literature. A one-day or two-day/weekend component was discussed.

#### **Publications and Media**

**SAH Journal** Letters to the editor that reference another member should be responded to in the same issue as a standard operating procedure, if such a letter needs a response. This would simply be editorial courtesy. The Board realizes this represents another burden for timely publication, but feels it to be important.

**Automotive History Review** Taylor Vinson reported that expenses for issue #46 were in line with other issues. All approved and admired his work. His report was accepted as presented.

**Website** Joe Freeman uses a website about motor sports. It was suggested that our site could be a site to collect resources from other sites.

#### **Other Business**

**Proposed Collection Disposition Guidelines** Joe Freeman will send along his guidelines. What to do with requests: Mike Berger has received offers of at least four collections and asked what to do. Kit Foster suggested we need our own archivist to evaluate offers. Referred by the President to the Planned Giving Committee.

**Proposed Award to Be Given by the International Motor Sports Section** Joe Freeman apologized for inaction and will come out with a proposal for an award for the October meeting.

**Proposed Award Honoring Members for Significant Service to the Society** Darwyn Lumley suggested that significant contributions ought to be recognized by something more than a thank you. Service to the organization and Friend of Automotive History (FAH) get mixed up. Leroy Cole used to give out certificates of appreciation. Kit noted that FAH relates to serving the cause of automotive history and can be totally outside the SAH or inside or a combination. Joe Freeman suggested that a distinguished service award be given in very rare circumstances; Darwyn noted that there was an assumption of need for a yearly award. Kit responded that the by-laws state clearly than none has a yearly requirement. The President and the Board have always had the ability to recommend new or one-time awards.

**Proposal to Resurrect the Public Relations Committee for the Purpose of Publicizing SAH Awards/ Winners** The President can appoint someone to be the PR person. Mike Berger requested a recommendation. It doesn't need to be a person on the Board. Susan Davis suggested the head of the Nominating Committee, currently Leroy Cole, think of someone in marketing/PR be considered for membership on the Board.

**Possible Collectors Foundation Grant Application** Discussion of a possible proposal included to digitize *SAH Journals*. Michael Bromley offered to work on this.

**Proposal to Establish a System for Collecting and Preserving Our Organization's History from Long-time Members** Recognizing the need for organizations, associations, etc., to record their own history, Darwyn Lumley recommended taking oral histories of founding members,

etc. Taylor Vinson noted that there were guidelines for doing oral history; that it is more than simple conversation or a random interview [*SAH Journal* No. 154, Jan/Feb. 1995]. There was consensus for a notice in the *Journal* soliciting interest and expertise. Mike asked Darwyn to do a small blurb for the *Journal*, Website and Motormail listserv.

**Proposal for a Joint SAH/NAAM Resolution Opposing the "Destruction" of Historic Cars in Films**

Following up on a request to decry the destruction of historic vehicles in the film industry, there was consensus that this is not within the Board's purview. Agreeing that it was outrageous if true, the Board suggested concerned parties contact auto suppliers to films.

**Reports**

**Nominating Committee**

Chairman Leroy Cole sent a notice that the report will be ready in April.

**Silent Auction** Leroy sent a suggestion that the auction be held in the summer, rather than during the fall/winter holiday season. The Board concurred with this suggestion.

**Committee on Academics**

Pat Yongue is looking for additional members for this Committee. She requested time be set aside for committee meetings when Board meetings and conferences are being planned. Susan Davis suggested breakfast meetings. The Committee that Pat chairs advocates the elevation of automotive history as an academic discipline in higher education.

**Centennial Certificate**

**Program** Sinclair Powell requested the Board revisit this program, that after a strong presence from 2001-2004, it has declined and presently has no nominations for 2007. He plans to put notices in the *Journal* and on the website.

**Awards** (Discussion limited to action items; reports to be submitted in writing in advance.)

**A. Cugnot, English** There are about 12 nominees this year. *Paul*

*Lashbrook* moved that winners of the *Cugnot* receive a model of the *Cugnot Fardier*. Seconded by Joe Malaney. For the next three years, there will be no cost to the Society as Paul has generously offered to pay for the models. Paul will also take care of purchasing wooden bases that will be engraved with the winner's name. *Passed unanimously.*

**B. Cugnot, Non-English** There are three German and two French nominees at present.

**C. Friend of Automotive History** Darwyn Lumley seeks nominations. A list of past recipients is on the website.

**D. Student Paper** Taylor Vinson explained his editorial style and noted that student award articles are less heavily edited than other articles, since they have been critically reviewed by the Awards Committee prior to submission. Kit Foster noted that the editor always has the final word.

Respectfully Submitted,  
Susan Davis, Secretary  
Society of Automotive Historians

**SAHB Spring Seminar 2007**

Basingstoke is an old town modernized, and one famous as the world center for the roundabout enthusiast. Far more worthy of renown are its Milestones Museum and the Hampshire Centrecourt Hotel. This hotel, selected by SAHB Seminar organizer *Bryan Goodman* on the advice of local SAH member *Kent Robinson*, was most welcoming and proved to be ideal for our requirements. The Milestones Museum was where some of us foregathered at lunchtime on Saturday 24 March, its recreated street scenarios paying tribute to the area's industrial and social past. Reminders of local vehicle makers were provided by Dennis and Thornycroft lorries and cars, Tasker traction engines and road rollers, and OEC motorcycles, made in not-too-distant Gosport.

Sunday's opening speaker was to be *Nic Portway*, the early Vauxhall

expert, whose credentials were instantly established when he arrived from Suffolk, a 150-mile journey, in his beautifully-restored 1924 30-98 Vauxhall saloon. The Vauxhall and others took a roundabout route back from the museum to the hotel, where some 30 SAH members and guests later sat down to an excellent and convivial dinner.

Nic's well-illustrated talk on Prince Henry and 30-98 Vauxhalls used a number of examples to make the point that many of these much-respected sporting models have been built in recent times from parts of less exciting versions, and that in his view the duty of those who keep records is to avoid being judgmental and to record the facts as they are.

Next came taxi expert *Bill Munro* with an in-depth look at the small number of sports cars that came from the Beardmore firm in the 1920s: they were successful, but the company remained much better known for their more prosaic vehicles.

*Nick Walker* gave an update on the work being undertaken to collate the road vehicle archives of museums and libraries, and finally *Bryan Goodman* provided another of his entertaining quiz papers as an appetizer before lunch.

The afternoon sessions rounded off a thoroughly enjoyable weekend, the Sunday attendance having doubled to some 50 SAHB Members and friends. *Tony Beadle* spoke with authority on the Triumph Roadster of the late 1940s to early 1950s, a car well remembered by most of us as a poser's chariot, but seen by Standard-Triumph as their answer to the Jaguar XK120. Not quite. Tony also showed a recently-discovered advertising film of the Roadster—a fascinating bonus.

Finally, John Dennis, grandson of the firm's founder, and his colleague, Roger Heard, told the Dennis story, recounting how enterprise and a willingness to change direction had seen this local firm record over a century of production, having begun with

motor tricycles and progressed through cars and commercial vehicles to today's fire engines and bus chassis. Name another maker who can equal that record.

SAHB is in good heart and our thanks are due to all those who spoke, as well as to those who made such a fine job of the seminar's organization.

—*John Warburton*

## **Obituary** **H. Bartholomew Cox** **(1937–2007)**

*Bart Cox*, a member of the Society from 1988 to 2004, died on April 8th at his home in Ft. Washington, Maryland. He had Alzheimer's Disease.

Long-time members in the DC/Va/Md area, and SAH Board members will recall the splendid evening that he and his wife, Hannah, provided at the time of the Spring Board meeting in '94 at their Potomac Valley Farm overlooking the historic river. The Board was conveyed from Washington to Ft. Washington and back in a '21 Lincoln touring car and a '32 Packard Light Eight roadster with rumble (*Journal* No. 149, March-April 1994).

Bart's automotive interests were among many. In addition to his fine assemblage of cars which he restored, including Cadillacs from 1905 and 1910, he collected early musical recording instruments including one of five known original Edison phonographs made in 1878. He also collected manuscripts and documents relating to the signers of the Declaration of Independence and presidential documents and memorabilia such as the briefcase Woodrow Wilson took to Versailles. Small wonder that his chosen profession was as an appraiser of historical documents.

His intellect took tangible form in an undergraduate degree from Princeton University and three from George Washington University (masters, doctorate, law). For the State Department, he produced a study of protocol that is considered the stan-

dard on the topic. For the American Bar Association, he wrote "War, Foreign Affairs and Constitutional Power 1829–1901." He won awards from both the Society of American Archivists and the American Society of Composers, Authors and Publishers (ASCAP). He was the founder of the Society of the Cincinnati's book prize, now named for him. For many years, Bart taught Sunday School at the Lorton prison.

Hannah described Bart Cox as "a gentle giant who wore his learning lightly." Exactly so. He was in every sense of the phrase, a gentleman and a scholar. To her, and to all who knew, loved and respected Bart, we offer our heartfelt sympathy and gratitude for a life well lived

—*Taylor Vinson*

## **Members in the News**

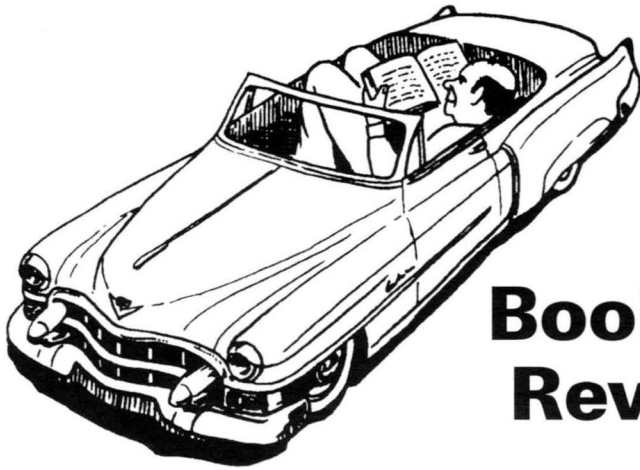
*David Lewis* has announced that at the end of this academic year he will be retiring from the faculty of the Stephen M. Ross School of Business at the University of Michigan. A pioneer in preparing and teaching university classes in automotive history, he is probably the most authoritative scholar about matters relating to Henry Ford and the Ford Motor Company.

In his retirement letter David explained that he didn't have the time to teach and write simultaneously: "It is clear that I must retire from teaching if I am to do the writing I'd like to do before the colors fade."

May David, a past president of SAH, a longtime member of the Cugnot Committee and the creator of the Friend of Automotive History Award, have a long and productive retirement.

*Jay Leno*, as was recently reported in *Old Cars Weekly*, made possible the donation of a Computer-Numerical-Control (CMC) machining center from Fadal to McPherson College. Jay has benefitted the school in the past through his establishment of the Fred J. Duesenberg Scholarship.

*continued on page 14*



## Book Reviews

• **The Incredible Blitzen Benz**, by *Karl Ludvigsen*, 2006. ISBN 1-85443-2230. Hardbound, 170 pages, 197 black and white photographs. Dalton Watson Fine Books, Deerfield, Illinois. [www.daltonwatson.com](http://www.daltonwatson.com). \$69.00/£39.00

“Oldfield covered the fastest mile ever traveled by a human being,” *The New York Times* reported breathlessly on March 17, 1910. “. . . Nothing projected into space by man save a bullet has ever traveled 5,280 at equal speed.” Barney Oldfield’s time for his flying mile: 27.83 seconds. His car: The 200-hp Blitzen Benz.

For decades I’ve been sporadically reading, researching and writing about this feral and deliciously menacing race car of the Heroic Age of Motor Sport. (Okay, I’m an incurable romantic.) And now *Karl Ludvigsen* has written the ultimate book on the Blitzen Benz. Time to rejoice.

None of the race/record exploits and rollicking drama of the Blitzen is left out here. Those who don’t know the story will be enthralled. Those who do will revel in the photographs that have been meticulously reproduced on lush paper stock, some never seen before, of “Wild Bob” (Burman), “Terrible Teddy” (Tetzlaff) and “Cupid” (Hornsted) armed with the Blitzen. And, of course, so many others.

Interestingly, the man whose surname was on the car didn’t care a whit about racing. Poddering about the countryside in a car not too different from the one he had patented in 1886

was sporting enough for him. (Henry Ford would have a similar obsession with the Model T.) Ultimately, the founder came to have less influence in the company he founded, however, and Benz went racing with vigor.

The story of the cars leading up to the Blitzen is told here, and so is the tale of what happened to them after their thundering day of celebrity. In addition to being an automobile historian, Karl Ludvigsen is a fine investigative reporter, as witness his sleuthing out the tangled facts behind each of the six 200-hp Type RE Benzes. The last chapter is called “Rebirth of a Legend,” incidentally, to whet your appetite further.

This is a super book.

—*Beverly Rae Kimes*

**Milt Schornack and the Royal Bobcat GTOs**, by Keith J. MacDonald with Milt Schornack, Foreword by Ro McGonegal. 2006. ISBN: 0-7864-2387-0. Paperback, 208 pages, 76 b/w photographs. Published by McFarland & Company, Box 611, Jefferson, North Carolina 28640. [www.mcfarlandpub.com](http://www.mcfarlandpub.com). 800-253-2187 \$29.95

In this biography the author provides a feel for what the muscle car era of the 1960s was like by detailing how one special dealership and its top mechanic were able to have a remarkable racing history and generate great publicity for Pontiac.

Every muscle car fan in the

1960s who read about Pontiacs also read about the Royal Pontiac dealership and Milt Schornack’s work there tuning performance Pontiacs and building drag racing cars. The author used chronological chapters to focus on Milt’s activities and interaction with Pontiac from the early 1960s through the early 1970s when muscle cars were becoming extinct. The book closes with an update on Milt Schornack’s current activities and the stories of several surviving cars featured early in the book.

The author has interspersed quotes from Milt Schornack with background material, facts, magazine photos and amateur snapshots of the cars and era to present a detailed picture of what each year was like for the Royal Pontiac dealership, Pontiac performance, the competition they faced from other manufacturers, and the factory’s attitude towards performance.

Milt Schornack either has a great memory or kept great notes, as the book includes many details about cars, specific performance tuning and race history that could only come from someone who was there. As I read the book, it gave me the feeling of having had a long visit with the subject as he reminisced about the era.

What I found most interesting were the stories of how the auto manufacturers “tweaked” the cars used by the press to get some remarkable performance results that were hard to duplicate by the average owner, and how prevalent street racing was in the Detroit area by factory engineers with prototype cars.

Anyone who lived in the muscle car era or is a Pontiac enthusiast will find this book entertaining and worthwhile reading. The content provided insight into what we read in the road tests and other stories from the auto magazines of the time, and some “behind the scenes” stories of the activities and personalities that led into the muscle car era and the end of the era.

—*Dick Randall*

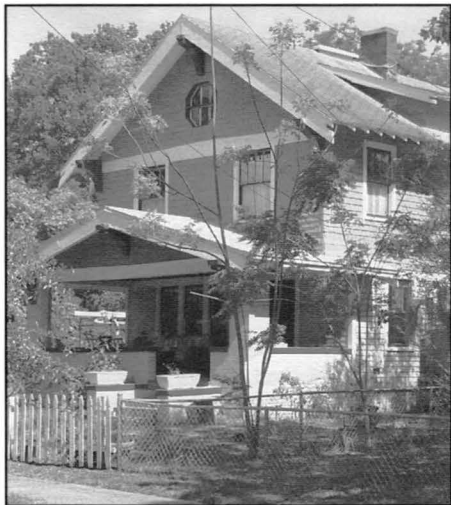


**Oldsmar continued from page 1**

and Stanton are architects, the ideal guides when pursuing industrial or cultural archeology. They agreed that many of the houses on Park Boulevard were of the 1920s era. "Blown away" was probably a vast overstatement, and with perseverance we might yet find Ransom's residence.

We reached the waterfront and headed back on another street, then turned to rejoin Park Boulevard. We noticed a pink stuccoed house with porte cochere, larger than all the rest. In front, a woman was washing a pickup truck. Stanton struck up a conversation. Soon he beckoned Arthur and me to follow him into the house. The woman introduced us to the owner of the house, a man of French descent who was cooking up a mouth-watering Cajun meal. He proceeded to tell us of R.E. Olds and Oldsmar.

Our interpreter had come to Oldsmar "the week that President John F. Kennedy was shot." It was then a "sleepy little town" and had been since Olds himself left, around 1923. Olds had a vision for a town of "Health, Wealth and Happiness," in which citizens would live on large parcels of land and grow vegetables. He built a power plant, a 60-room hotel and constructed wide, tree-lined streets, some named after familiar Detroit boulevards:



**Ransom slept here. This modest dwelling was home to R.E. Olds during his Oldsmar days.**

Woodward, Jefferson, Congress.

With financing from Olds, the Kardell Tractor and Truck Company moved into town, changing its name to Oldsmar Tractor Company. Olds felt that a large tractor could clear the deeply-entrenched palmetto roots, enhancing development. The palmettos didn't budge. He established a

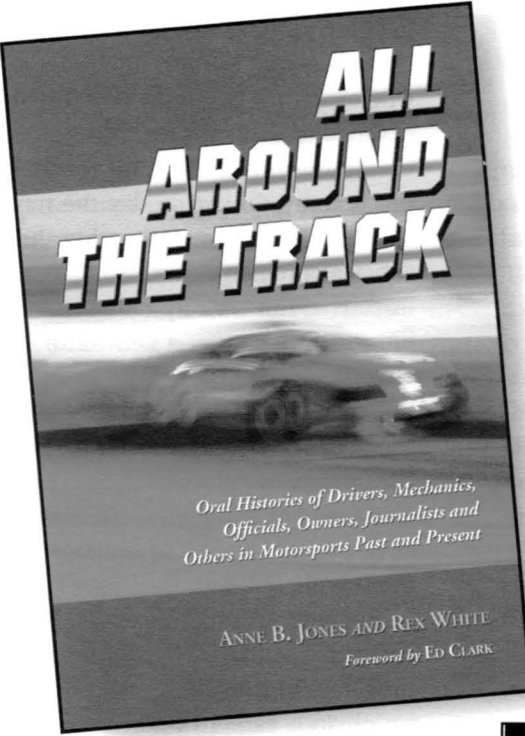


**But not here. This house, designed and built for R.E. Olds, was not finished until after he had left the town.**

banana plantation, but the weather proved too cold. By 1923, the population, which Olds had hoped would reach 100,000, had dropped to 200. He sold out at a loss of three million dollars, and left town. It was well into the 1980s before the Florida land boom reached Oldsmar.

But where had Ransom lived? The house in which we were standing, it seems, was designed and built for him, but he never occupied it. By 1924, when it was finished, he was long gone. In his Oldsmar days, he lived in a more modest frame house on the opposite side of Park Boulevard.

We had found where Ransom slept, but if we had hoped to find an Oldsmar tractor in Oldsmar we were disappointed. We didn't even see an Oldsmobile, other than those on the main street banners. The only interesting cars were a 1966 Mustang, a Camaro up on blocks, and a decrepit CJ-2A Willys Jeep in the garage of our interpreter. ■




**ALL AROUND THE TRACK**

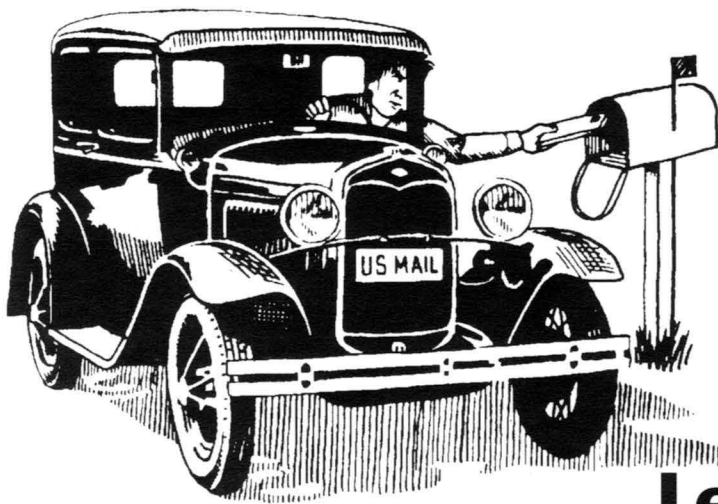
*Oral Histories of Drivers, Mechanics, Officials, Owners, Journalists and Others in Motorsports Past and Present*

ANNE B. JONES AND REX WHITE  
Foreword by ED CLARK

256 pages \$35 softcover (7 x 10)  
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## Letters

### A Degree in Automotive History and Its Alternatives

I applaud *Michael Berger's* article proposing a degree program in automotive history that appeared in the January–February 2007 issue of the *SAH Journal*. It is well considered, well written and provides ample content to provoke some discussion throughout the Society. Presenting such a proposal to a college curriculum committee, however, would be a daunting task. The committee members are usually senior faculty who have a firm and well-defined sense of academic integrity, and in some instances seek to protect their academic turf. They will demand answers concerning the program's viability and content as well as the extent to which it will impinge upon, and potentially siphon resources from, other programs at the institution.

Curriculum change in almost every college is well known and well documented, often revealing at least one occasion in which a curriculum change led to a drastic redistribution of financial resources. Many faculty watched in horror some twenty years ago when scarce monies were allocated to hire professional personnel in order to support the growing needs of the burgeoning academic computer department. It was a lesson not soon forgotten in a world often defined as a zero sum game for financial allocation. In spite of its public persona, the

university is not an ivory tower, but a tough, competitive world in which programs are judged in terms of academic potential, success in the marketplace and resource allocation.

Most recently Harvard revised its core academic program to direct its content toward the function of knowledge within the ever changing world that we have inherited. History is not included in the new requirements. Michigan State University will introduce a masters degree program in video gaming and the English department at Western Michigan University has begun to develop virtual reality concepts for historic novels. The events at three universities in this country do not predict the future of academic programming, but three substantial changes with similar threads at three vastly different institutions does predict a climate of change toward technology and technology based programs. Harvard has replaced the history requirement in its core program with a mathematics and a statistics requirement, and the tenor of the times appears to indicate that trend will continue.

Students also are reputable consumers of academia programs and are unwilling to pursue majors that have no obvious career opportunities. Yes, students continue to study philosophy and many major in medieval history at the highest degree levels, but in contrast to automotive history, the

market place for medieval history is extant and vibrant.

Programs in history, at least new programs such as the history of the automobile, will face a difficult challenge in the halls of the academy, from faculty as well as students. I would argue, however, that there are at least three viable alternatives to influence academicians to at least introduce some automotive history into their curriculum.

First, the history of the automobile needs an introductory text book and that lesson is made clear by the comparison of two noted and brilliant psychologists, B.F. Skinner and J.R. Kanter who are recognized behavioral theorists. Many people outside of psychology know of Skinner, but few people other than a few graduate students from the Midwest, know the works of Kanter. The difference may be traced to a single introductory college-level text book written by a student and a faculty associate of Skinner. That book defined the concepts, the supporting data and the history of the behavioral movement. Kanter on the other hand never encouraged, and in fact some suggest that he discouraged, his students from writing an introductory text, and without that text his behavioral principles were known only by a few persistent graduate students. Since his death 20 some years ago, his small, but loyal following has dwindled, while Skinner's proponents have grown.

If automotive history is to become popular at the high school or college level, a comprehensive text must be written so that students at many high schools and universities have a common language and a common knowledge base pertaining to this field of study. Unfortunately, since automotive history is not a traditional area of study at the high school or university level, there is little or no financial gain or other reward structure for writing such a book.

Second, a basic introduction to the field might be provided by the

identification of twenty-five “legacy-vehicles,” defined as a single, extant, American-built vehicle that is associated with an important period in American history. This suggestion is a less complex idea than the introductory text book, but still it is an attempt to create a common knowledge base. Such an array of vehicles might include the Selden Patent Wagon, Henry Ford’s Quadricycle, the Winton “Vermont,” Packard’s “Old Pacific,” the New York-to-Paris Thomas Flyer, Old 16, the Buick Bug, the Marmon Wasp, the Mormon Meteor, the Dymaxion, the Duesenberg Twenty Grand, Franklin Roosevelt’s 1938 Ford with handicapped assists, the Buick Y Job, the Tucker and even the Wienermobile, the Futurliner, the Ford GT-40 and the Doane Spencer hot rod. Without delving into the logic of the selection process, each of these vehicles is associated with some financial and societal change in this country from the late 1880s to the late 1950s. Each vehicle has visual appeal and intrinsic interest as well.

Imagine for a moment that thousands of high school seniors across the country could identify the 1907 Thomas and where it was built, and then describe the geography of the New York-to-Paris race including the gasoline problems in Vladivostok—yes, they would know the location of and how to spell “Vladivostok”—the transmission repairs near the Urals and the final drive across Europe. In addition, they could identify the cars and drivers from other countries that competed in the race and explain why the race was held in the first place. Finally, they could recite some of the interesting stories of the race and identify the Helck paintings pertaining to this grand event. The study of this car alone includes, in addition to automotive history and automotive art, information about personal creativity and courage, social and economic issues, geography and comparisons of transportation standards across the world. Finally, the car

offers potential student projects pertaining to the geography, the automotive mechanics and the artist’s rendition of the events.

Then imagine in a similar manner that these students could provide a description of the other twenty-four vehicles that are identified in the group of twenty-five “legacy-vehicles” by describing the vehicle and the events with which each one is associated. They could identify the museums in which they are on exhibit and be familiar with the research resources, e.g. books, periodicals and patents, as well as films, e.g., *Tucker*, *Horatio’s Drive* and even *The Last Indian*, automotive art and commercial models of these cars. Their knowledge base would not be a comprehensive history of the automobile, nor a comprehensive study of American history, but it would be a good solid basis from which one could seek additional knowledge about the automobile. The program might also peak their interest in the memorabilia of the automobile and perhaps attract them to the museums where the cars are exhibited.

The “legacy-vehicle” project is less complex than the introductory text book; however, this suggestion suffers from the same weakness as the book, since there is neither an apparent reward structure, nor a financial consequence for such work. Perhaps, twenty-five SAH members might create such a text even as an edited book of readings, since the history of many of these cars already exists. Certainly, such a work is not the basis for an academic major, but it is a start that might appeal to the faculty and students at the high school or introductory college level.

Third, SAH could begin to evaluate the interest and potential for an automotive history program at the high school or college level through a poster program at SAH conventions. Many academic societies use posters to convey information as it is a less challenging style for students than a verbal or power-point presentation.

A call for posters and an announcement of monetary prizes could be circulated within a 100-mile radius of the SAH meeting to attract high school and college level students. The poster could be anything about cars, e.g., photos, artwork and stories, as well as historical material, and a room could be set aside at the meeting in which these posters would be set up. The posters yield three benefits. First, SAH would have a measure of the level of interest in automotive history among students in a well-defined area of the country. Second, students would have an opportunity to present information at a professional meeting, which would support their academic training and add to their academic accomplishments. Third, SAH members would have an opportunity to speak to the students about their presentations and to reinforce their interest in automotive history.

Evidence for broad conclusions about the changes in the curricula at the college level is difficult, but at least some indicators suggest that the study of history, the broad area in which automotive history falls, is being replaced by technology-based programs. Many universities have not replaced their expert in the Civil War upon that faculty member’s retirement and have leaned more toward the study of the history of social change. The history of the women’s movement is a prime example, as these courses appeal to female students and support the women studies programs that exist at most universities. Note that the knowledge gained in a women studies program has a social, political and financial base, providing applicability to a variety of career choices for many students.

An automotive history program does not have a similar application or advantage. It might work for a student-defined curriculum or other readings program, but I would argue that it would be a difficult challenge with a curriculum committee. SAH has at least three options to initiate

the study of automotive history at the high school or college level. Those options include the production of an introductory text book, the initiation of the 25-legacy cars project and extending an invitation to area students to present posters at SAH meetings.

There is much work to be done in order to meet *Michael Berger's* challenge, and someone or some group needs to determine "if it is worth the candle."

—David O. Lyon

## The MSc in Automotive History, A Modest Proposal

Please enroll me in Berger U! The column "A Degree in Automotive History" struck a nerve, since I had looked a few years ago for a history masters degree applicable to automotive history and found nothing that fit my needs. I had recently resumed the search, finding little change. The AHA website ([www.historians.org](http://www.historians.org)) has a program finder for PhD's, but not for MA/MSc's (I'm using the abbreviation MSc to describe a taught masters, as the British tend to use MSc/MPhil to describe a taught masters and MA to distinguish a research degree). The title of the AHA publication "Retrieving the Master's Degree from the Dustbin of History" by Philip M. Katz sums up the current status of the history masters degree. I recommend it for anyone interested in background on this topic.

I believe that an MSc would be more valuable than a BA. This might be prejudiced by my desire for a masters, but an MSc would be much more valuable for museum and community college staff. The majority of SAH members I have met have earned at least a BA/BS, so the undergrad degree would be less useful to us as well. Also, the economics of undergraduate degrees tend to require large classes, where graduate programs are typically much smaller, making the MSc more viable at the levels of demand our President has seen.

One question to bring up is "What kind of history is it?" Automotive history is, in my opinion, an intersection of economic and social history with pieces of history of technology, business history, labor history, military history, political history and probably several others. The answer will influence which institutions would consider adding the program. I'd be interested in hearing how our members in academia answer this question.

Other points to consider:

1. It should be stated at the outset that this is a terminal program, that it is intended as the final degree, not as a waypoint on the PhD road, with the possible exception of the subject track option below.

2. Many graduate history degree programs are designed for students with undergraduate history degrees. We English majors (or business, political science, philosophy, etc.) might be required to take undergrad history courses before beginning the program.

3. Despite possible opposition from traditional institutions, we should consider a program that emulates the University of Phoenix system of delivering each term's classes one at a time, seminar-style, for an online program. It does appear to work well for students with full-time jobs.

4. Accredited or non-accredited? Non-accredited institutions may be more willing to venture into nontraditional areas, but some employers would not accept the degree.

5. Political correctness may force institutions considering a degree in automotive history to label it (and design the contents for it) as transportation history, possibly making it less attractive to us, but it could be more attractive to a larger audience.

6. Be careful what you wish for. An automotive history degree program run by academics hostile to the automobile would harm more than it would help. One hopes such a program would be self-defeating in the long run.

I see two possibilities for an MSc in Automotive History:

1. The fastest and easiest to achieve would be a subject track in an economic and/or social history MSc. It might be less useful to us, but as it would take considerably fewer resources, it is the only option most institutions would consider. It is probably the only way to get a campus-based program established in the foreseeable future.

2. My proposal for a one-year MSc in automotive history (I'm indebted to the President's column for some course titles). It assumes quarter-based terms and a full-time student.

1st Term: Historiography, Social Aspects of the Automobile, Seminar: Automotive Terminology

2nd Term: Two electives from below (excluding seminars) Seminar: Timeline of Automotive Development

3rd Term: Two electives from below (excluding seminars) Seminar: Writing for Publication

4th Term: 10,000 word thesis/ equivalent project, two seminar electives from below

*Electives:* The Automobile in Developing Nations, The Automobile in Literature, The Automobile in the Arts, Decline of National Automobile Industries, Economics of the Global Automobile Industry, Labor in Automotive History, Motor Vehicles in Wartime, Motorsports History, Origins of the Automobile, Selling the Automobile, Survey: History of Technology, Ford vs. ALAM: The Seldon Patent and the Advancement of Technology, Vehicle Registration and Taxation

*Seminars:* Archiving of Automotive Materials, The Automotive Museum: Past, Present, Future, Ecology and the Automobile: Past, Present, Future, Economics for the Historian, Future of the Automobile, Statistics for the Historian

Two possibilities for a BA: The column mentions McPherson College. I scanned through their catalog and found roughly 90 percent of an Automotive History BA using existing courses.

Could any of our members who have been involved in the design of



an Automotive History self-designed or interdisciplinary degree program, either as a student or faculty advisor, pass on the details to the Society? We might serve as a clearinghouse for what has been done so far.

—Brent Byers

## What's Missing?

The paper trail that automobiles and automobile producers leave behind usually consists of catalogs and other such sales literature, magazine advertisements, dealer data and color books, owner's manuals, shop manuals, parts books, service letters, etc. But amid all this paper, it's what's missing that is the most intriguing.

Where are the letters, telegrams, etc. to dealers telling them that the automobile manufacturer whom they represent has gone (or is about to go) out of business and there's no point in ordering more cars from the factory, etc.

Let's look at 1940. Both Hupp and Graham stopped building cars in the summer and late summer of that year, but how did their dealers know that production had ceased? Surely they weren't expected to find out by reading it in the local newspaper. Wouldn't you expect that both the Hupp Motor Car Corp. and the Graham-Paige Motors Corp, both long-established automobile producers, would have each sent their separate dealers a letter, a telegram or whatever informing them that they had ceased manufacturing automobiles?

You'd think so. Yet where is the "paper trail" that should be there? And its not just Hupp and Graham. How did the dealers handling Pierce-Arrow, Stutz, Marmon, Auburn-Cord, Franklin, Gardner, Moon, Kissel, Elcar, Peerless, Chandler, etc., find out that their respective factories had gone out of business (or turned to other endeavors)?

What about the Velie-Locomobile-Jordan dealer on the edge of town? How did he find out that Velie stopped making cars and trucks in 1929? Did he sit forlorn in his showroom day after day wondering why the six-wheel Velie

sedan he ordered three months ago from the factory in Moline never arrived? What about that big Locomobile 8-88 for the local banker the dealer special-ordered from Bridgeport? How did he know Locomobile production ceased about March of 1929? Or that Jordan Great Line Ninety Playboy roadster he's been expecting from Cleveland? How did he find out the car would not be built in 1932?

Maybe the dealers found out from their distributors. Even so, there should be some kind of paper trail, something for the automotive historian to discover. Yet in nearly all cases, there is nothing.

Yes, there are surviving telegrams from the factory announcing the cessation of De Soto and Studebaker assemblies, and Reo and Kaiser-Willys dealers would have found out their companies had stopped building cars at their next-model-year dealer council meetings, but these are cases where the companies continued on. What about the rest?

Where is the missing paper trail? Any ideas?

—Jeff Godshall

## Not A Swiss Bus

*Michael Lamm's* letter in the last *Journal* ("It's a Sabre!") contained the most interesting details on the Le-Sabre copies in Europe. As for the bus that he photographed while in Switzerland in the early '50s, it was, in my opinion, not a Swiss bus but rather a tourist bus from abroad. The number plate is not Swiss as it shows numbers only. All Swiss number plates include two letters indicating the canton of origin. Furthermore, the rear plates used to be "two lines" high, also showing the cantonal emblem and the Swiss emblem.

A number plate specialist could probably solve the origin of the bus. It could in my humble opinion be a Scandinavian country, Belgium or Spain. It is definitely not France, Austria or Germany.

—Ferdinand Hediger

**Editor's Note:** Responding to *Ferdinand Hediger's* letter, *Mike Lamm* agreed that the bus could not be Swiss. He noted that after closer inspection of the photo showing the rear of the bus he found a "B" which would indicate Belgium as the country of registration. His inspection also revealed a Dodge hood ornament and Dodge lettering on the rear.

## Overpopulation the Real Problem

Do not set store in ethanol to save the automobile. While *Michael Berger's* observations (President's Column, *Journal* 227) are circumspect and balanced, they simply do not consider the larger problems. To conclude that widespread production of ethanol for fuel would be "beneficial to farmers and the environment" is wrong—in the long run. Brazil's policy has resulted in widespread destruction of the rain forest which will inevitably affect us all in a catastrophic way. Further, we will eventually need all the agricultural land we have to feed us, not our cars, because globally as well as locally we have done nothing to curtail our too vast homo sapiens population (and even if we instituted measures now it would be too late), and this dooms any expectation that technology can save individual transportation vehicles.

The automobile is destined to become, as the horse, a plaything only, and if we want to be allowed to keep playing with them we need to stop reproducing and to throw all of our resources now into mass ground transit, not into perpetuating the idea we can all tool around to work and the grocery store in individual vehicles, especially when in just a few decades there will be twice as many of us.

I vintage race a car my father raced in the 1950s. I want my son and grandson to be able to do the same. I don't want the officials who now pass laws to squeeze fractional pollution savings out of my daily driver (so that more airplanes can fly too many people to places they don't need to go), to

tell me I can no longer drive my '34 a few hundred miles a year.

—*Michael A. Jacobsen*

### Mike Berger responds:

I believe, possibly naively, that science and technology are just as capable of providing solutions as they are of creating problems. Thus, I can envision ethanol being derived not just from the seed of food plants, such as corn and wheat, but also from the glucose tied up in the cellulose that resides in the husks and stalks that we now plow under or otherwise destroy. Such agricultural by-products already exist and, through technological advances that are currently in development, they could well be recycled to provide a new source of a substantial amount of fuel in the near future.

### Mystery Car(s)

May I be allowed to provide some answers to the mystery car(s) query in *Journal* 227 (back cover, page 14)? In my following comments Car A refers to the small rear-view picture on page 14 and Car B refers to the lefthand-side-view on the back cover.

I am convinced Car A is not the same as Car B. Car A is a rear-entrance tonneau with highly accentuated tulip-shaped seats and it is fitted with neither a cape cart hood nor any suitable mounting brackets. Car B is a side-entrance Roi des Belges body that has far less curvaceous seat backs than Car A. It is also fitted with the cape

cart hood and all the mounting brackets.

Car A gives the impression of being a low-horsepowered vehicle with only a one- or two-cylinder engine and has much lighter 10-spoke wheels and lighter tires. Car B gives the impression of being a large four-cylinder-engined car of between 30 and 50 horsepower and has much more robust 12-spoke wheels and much heavier duty tires.

Car A could be a Siddeley of 1903 to 1907 manufacture. Car B might be a Mercedes of 1903 to 1906 vintage. It is clearly chain driven. Regrettably the print quality is so poor that it is impossible for me to see any other salient features that could aid in further identification.

—*Richard Eastmead*

### Mystery Car(s) II

I'd guess that the photo of the car on page 14 of *Journal* 227 was taken in 1903. Although it could also be 1901 or 1902. The make is a mystery although I'd guess it is a different car from the one shown on the rear cover. Look at the cowl lamp on the car and compare it with the lamps on the rear-cover subject. This is a different type as it shows the upper outer ring and the rear cover car's lamps do not.

The reason I'd guess the picture dates from 1903 are the initials "HG" on the rear "plate," which I think were the initials of the owner who regis-

tered the car in New York State. The first registrations carried the owner's initials when registrations began in New York and this system was employed until 1903, when the numeric system came into use.

I have no idea who "HG" might have been, but the plate on which the letter combination is located in the center of the car may have been painted on the fuel tank or elsewhere on the rear of the car, which was allowed. New York State didn't require numbers to be carried at the front of the car. The first state-issued plates date from August 1, 1910.

—*Keith Marvin*

### Mystery Car(s) III

The car on the back cover of *Journal* 227 must be a 1907 Locomobile. The photo on page 14 is a rear-entrance touring car, a very different car.

—*Arthur Jones*

**Editor's Note:** *Charles R. Wilmarth* wrote in that both cars were the same, a 1906 Locomobile Model H.

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### SAH News continued from page 7 Papers Sought for July 2008 Model T Centennial Conference

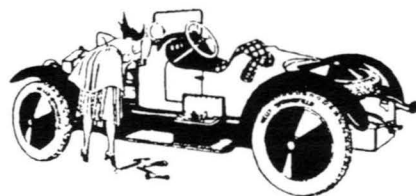
This conference, titled "The World of the Model T," will be held on July 17–19 at The Henry Ford, Dearborn, and the Ford Piquette Avenue Plant, Detroit, Michigan. The Henry Ford, the Model T Automotive Heritage Complex (T-Plex), *Technology and Culture* magazine and SAH are joint sponsors. **The deadline for papers is September 1, 2007.** Proposals are invited on topics pertaining to the Model T's design, manufacture, sales and use; relationship to labor history, roads and highways, auto travel, suburbanization, energy, safety, public transportation, industrialization, industrial archeology; the T's role in countries outside the U.S. (especially welcome). Proposals should include the title of the submission, names and affiliation of the presenter, together

## WANTED: AUTOMOBILE LITERATURE 1900-1975

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e-mail: [info@autolit.com](mailto:info@autolit.com)



with physical and virtual contact information, proposed format (paper, panel, etc.), and a one-page abstract describing the content of the presentation. Proposals should be submitted to Jerald Mitchell, T-Plex, 140 Edison Avenue, Detroit MI 48202-1559 or by e-mail to [gerald.mitchell@tplex.org](mailto:gerald.mitchell@tplex.org).

E-mail submissions are encouraged.

## Auto Literature Sale

The Benson Ford Research Center® of The Henry Ford is selling its oversupply of automotive literature.

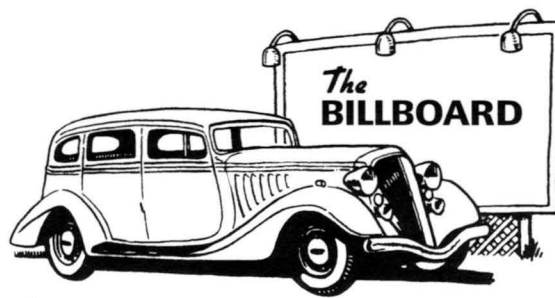
*Sales Literature* Ford, Lincoln, Mercury, as well as GMC, Chrysler, Honda, Mercedes, etc., covering 1957–2005. Most brochures/pamphlets and promotional materials cover 1979–2005.

*Parts and Service* consists of shop and service manuals, owner's manuals, warranty books, maintenance manuals and some parts lists for Ford, Lincoln and Mercury from 1940–2005, bulk covers 1975–1990. Owners manuals for Cadillac, Chevrolet, Chrysler, Dodge and Plymouth cover 1976–1981.

*Truck Literature* Ford, Chevy, Chrysler, Dodge, GMC, Honda, Hummer, Isuzu, Jeep, Plymouth, Scion, Toyota from 1968–2006, bulk covers 1978–1995.

*Miscellaneous* Ford, Lincoln, Mercury Color and Trim manuals from 1980–2000. Military manuals for Ford trucks and Jeeps, 1941–1943. Other miscellany that includes automotive periodicals, publications, reports, etc., from 1940–present.

Sales will be held on Saturday, June 16, 2007 10AM– 4PM (during Motor Muster) and Saturday, September 8, 2007 10AM–4PM (during Old Car Festival) Both sales will be held in the Greenfield Village® Pavilion. Entrance to sale included with price of admission to Greenfield Village. All sales are final. All proceeds from the sale benefit the educational programs of The Henry Ford. For additional information, please contact the Benson Ford Research Center® [research.center@thehenryford.org](mailto:research.center@thehenryford.org).



**Contacts Wanted** I am a college professor who teaches Balkan and East European history, and I am currently writing a book on the history of the importation of the Yugo to the United States. I have been to the factory in Serbia and have interviewed more than two dozen people associated with the car. Are there any members who have knowledge of Zavodi Crvena Zastava (the maker of the Yugo), of the company's relationship with Fiat or of the Yugo America project in general. I would also like to hear from someone who has knowledge of Fiat and its agreements with Communist Europe in the '50s and '60s. **Jason C. Vuic** [vuicjc@vmi.edu](mailto:vuicjc@vmi.edu), (540)886–2981

**Tatra Material Wanted** Purchasing Tatra factory literature, original photographs, posters, factory models, patents and other vintage references in any language. The streamline T77, T87, T97, and Tatraplan T600 models are of particular interest. Material relating to other futuristic streamline automobiles from pre-1945 period also desired (Rumpler Tropfenwagen, Buckminster Fuller Dymaxion, Paul Jaray cars, Heinz Phantom Corsair and the like). Also seeking original material relating to the Paris, Prague, Berlin and Geneva auto shows held between 1934 and 1950, such as original posters, magazines, photographs, vintage reviews, etc. One piece or entire collection OK. **Hampton C. Wayt**, 262 Eastgate Dr. #87, Aiken, SC 29803 [hwayt@gforcecable.com](mailto:hwayt@gforcecable.com)

**Information Wanted** Does anyone know of anyone who worked for a man named D. F. Landers, who ran a

specialist auto manufacturing company in Mount Clements, Michigan, around 20–30 years ago? Landers was an ex-serviceman who originally built specialist military vehicles. In about 1982 he began assembling London taxis for the US market, fitted with Pinto engines and marketed under the "London Coach" name. He also made a limo version, the "London Sterling," the antithesis of the stretch limo. **Bill Munro** 10 Chaldon Close Redhill Surrey RH1 6SX +44 (0) 1737 767517

**Stock Certificates Wanted** Original automobile manufacturer stock certificates. Unissued, issued or cancelled in good condition. Send description or copy and price to **Ken Yerama**, 221 Freeport Drive, Bloomington, IL 60108 [ky2929@att.com](mailto:ky2929@att.com) (847)248–8910

**Swappers Wanted** *Automobile* Quarterly swap one for one. I have duplicates of 17/2, 17/4, 18/3, 18/4, 19/3 and 20/1. What have you? **Joseph F. Seitz**, 1531 N. Garfield, Linwood, MI 48634 [jfs1942@charter.net](mailto:jfs1942@charter.net)

**Books and Photos Wanted** International Automobile Photograph Co., Minneapolis, Minnesota, produced factory photograph reproductions and books in the 1940s. I wish to buy some books and quantities of these photos. Does anyone know the whereabouts of the remnants of this company, the name of the owner or descendants or any other pertinent information? **Walter Miller**, 6710 Brooklawn, Syracuse, NY 13211 (315)432–8282 (315)432–8256 (fax) [info@autolit.com](mailto:info@autolit.com)



The Society of Automotive Historians, Inc.  
37 Wyndwood Road  
West Hartford, CT 06107



**CHIVE'S FLYING SAUCER** So says the logo on the door of this 1951 Studebaker Commander convertible. The people are identified as Dr. Fred Oser, Captain of the Krewe of Babylon, and Mr. Peter Gagliano of Chive Motors, Inc., driver. The Knights of Babylon are one of the oldest Krewes participating in New Orleans Mardi Gras parades, thriving after 63 years. Chive Motors was presumably the Studebaker dealer in the Big Easy. In addition to the rocket tail, Chive added extra side emblems to make sure revelers knew it was the new Studie V-8 and where they could buy one. *Kit Foster collection*