

SAH Journal

The Society of Automotive Historians, Inc.
Issue 239 Electronic Edition March–April 2009



www.autohistory.org

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Date Reminders

June 1

Brigham Award Nominations to:
Jack Juratovic
9501 Bearfoot Trail, Brooksville FL 34613

June 15

Scharchburg Award Nominations to:
rebert@bw.edu

June 28

SAH Literature Faire, Pomona, CA, at:
NHRA Museum, 8AM - 2PM

July 31

Bradley Award Nominations to:
jimmywags@aol.com

SAH Receives Kimes Archives

Available to Researchers at ACD Museum

This past summer, the Society was notified of a bequest from our late Honorary Member *Beverly Rae Kimes*. The gift comprises a major portion of her life's work, the research files compiled for the *Standard Catalog of American Cars 1805-1942* and *Pioneers, Engineers and Scoundrels – The Dawn of the Automobile in America*. Both books won SAH's Nicolas-Joseph Cugnot Award. Bev Kimes passed away in May 2008.

With no permanent home or space of our own, the Society was not in a position to take immediate possession. Arrangements were made with the Auburn Cord Duesenberg Museum, custodians of our collection of award-winning books, to house the archives and make them available to researchers. In December, the archives, comprising four filing cabinets and 34 boxes of superbly organized files, were transported by *Dennis David* and his son Chris from Bev's home in New York City to the Museum in Auburn, Indiana. Her library of books, a bequest to the Classic Car Club of America Museum in Hickory Corners, Michigan, accompanied the archives on the trip, in a collaborative effort with CCCA. At ACD, the archives join "Ralph," the 1930 Auburn 8-125 Sports Sedan that Bev and her husband *Jim Cox* donated to the Museum prior to her death.

The Society is grateful to Bev, our First Lady of Automotive History, and Jim for their trust in SAH for the preservation of these archives and making them available to researchers. We are also pleased to be able to transfer them to ACD, a longtime partner in the preservation of history. The archives are housed in the Museum's library, and can be accessed by researchers during regular library hours (currently Mondays and Tuesdays, other times by appointment). The *Standard Catalog* files are organized by marque or company name, the *Pioneers* material by name of the person.

Finally, kudos and thanks are due Dennis and Chris David, who gave up part of their Christmas holiday to load, drive and deliver both the archives and the books to their new locations. A full account of their adventure appears elsewhere in this *Journal*.

SAH Adopts Policy on Archives and Collections

To Advise Members on Dispositions and Bequests

In the past five years, the Society has acquired and preserved two major collections of research material, the *Ralph Dunwoodie* research archives and the *Beverly Rae Kimes* collection. Both of these are now accessible to the public, the Dunwoodie material at the AACA Library and Research Center in Hershey, Pennsylvania, the Kimes collection at the Auburn Cord Duesenberg Museum in Auburn, Indiana. These efforts were undertaken in furtherance of the principal purpose stated in our by-laws: "...to encourage research, preservation, recording, compilation, and ultimately the publication of historical

continued page 2

facts concerning the development of the automobile and related items from its inception to the present, throughout the world.”

The news of these acquisitions has aroused interest within our membership and in the larger automotive history community about the disposition of personal archives. Many people have asked for advice, and quite a few have offered their collections to the Society. The officers felt we should carefully consider our role in preservation in order to best meet the needs of the community. At the same time we have to avoid the predicament of a non-profit organization with no staff and no permanent home being inundated with material demanding quick attention, organization and housing.

Since I was involved in coordinating disposition of both the Dunwoodie and Kimes collections, President *Darwyn Lumley* asked me to convene a study committee. Three well-qualified members agreed to serve. *Taylor Vinson*, a prominent

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literature collector who has spent several years making long-term plans for its preservation, *Judy Endelman*, an SAH director and in charge of the Benson Ford Research Center at The Henry Ford in Dearborn, Michigan, and *Arthur Jones*, SAH secretary, who has been in contact with directors of many of the major automotive libraries in the United States.

After a few weeks of intensive discussion via email, the four of us came to the conclusion that SAH is ill-equipped to take a continuing hands-on approach to archives disposition. With no home, no staff and few chattels, suitable homes must be individually found for any new acquisitions. The only physical properties of the Society are the *Journal* and *Review* back issues,

handled by a volunteer member, and the award book collection located at the ACD Museum. Many of the institutions capable of housing archives and making them available insist on outright gifts, others require ongoing support payments in order to help underwrite the costs of caring for the material. The consensus of the committee was that SAH's most beneficial role would be as information resource and adviser to collectors, their families and heirs, on the disposition of material. The following resolution was proposed to the SAH directors, and, after discussion, approved by electronic vote:

“Since the Society of Automotive Historians has no permanent home or staff, it shall be the policy of the Society not to purchase or accept gifts or bequests of artifacts or archives, except as may be given unconditionally for immediate disposal to the benefit of the organization. An example of the latter would be items donated for the regular Silent Auction of automotive books, literature and similar materials.

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Samuel V. Fiorani
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**Copy Deadline for Journal 240
May 20, 2009**

"It shall also be the policy of the Society, within the limits of volunteer resources, to assist persons wishing to dispose of such material in finding the most appropriate recipient."

The vote was unanimous, although some directors approved it reluctantly, expressing the hope that somehow the Society could do more in the way of physical preservation while recognizing that with our present structure and resources this is not feasible.

The goal of the committee, which remains active, is to put together guidelines that members and collectors can use in developing their own disposition or divestiture strategies. Some of these have appeared in past issues of the *Journal*, others are well known only within the library, museum and tax consulting communities. We do not intend to "broker" material – simply provide information to facilitate the best possible disposition. Furthermore, the Society is not prejudiced against the sale of material, which in some cases can be the appropriate solution. In fact, we do this all the time in our Silent Auctions. As noted in the policy accepted by the directors, it is the one exception to our non-acquisition principle. We consider it recycling among friends.

Until we have more formal guidance, feel free to contact me with any questions and concerns. The most important aspect of disposition is a step you can take by yourself, and one you should take first. Decide on your primary objective: maximum cash return for you or your heirs, greatest tax advantage, or simply the best placement with an institution that shares your values regarding preservation and accessibility to others. The answer to this question, or the relative importance of each factor, will shape your decisions.

—Kit Foster

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Motor Mates

A Novel, But Failed, Marketing Appeal to the Ladies

Car company marketing appeals to women grew in the early 1950s and were sometimes novel. Illustrative of the clever – if unsuccessful – marketing scheme can be seen in the Ford Motor Company "Motor Mates" campaign of 1953–1954. Reasoning that women were somehow influential in the car purchasing decision, Ford marketers made available two designer-created ladies' coats to dealers nationwide and in two styles, the "Casual" and the "Shortie". Both cloth coats could be accessorized by "Motor Mates" handbags fashioned from actual Ford Victoria seat fabric.

Dealers were prodded to place orders and create showroom display space near the new Ford models. As further incentive, the company marketing brochure noted that five of the seven coat colors matched the paint on select new Fords and touted that both coats and bags "will be appreciated by women everywhere...and can be used to 'clinch' a lot of Ford sales." Dealers were instructed that while all sizes would be available, initial shipments would be in "sizes 10 and 12 and are shown to best advantage on tall, thin models."

Anticipating a huge demand, apart from showroom sales, coats primarily were to be made available through agreements local dealers were asked to strike with "fine ladies shops" in their local communities. Enthusiasm for the scheme ran high – at least from Dearborn – where the marketing "Check Sheet" of suggested promotional activities ended with: "Let's all pull together to make everybody conscious of the outstanding style and beauty of the 1953 Ford."

Not surprisingly, top-down marketing schemes sometimes have their way of unraveling and soon regional managers were heard to complain. Among complaints was one voiced by the Jacksonville (Florida) District Sales Office manager noting that "we have been unable to find a responsible store in this territory that would tie in with this program, due primarily to the climatic conditions in this locality...." Perhaps pitching ladies coats in warmer parts of the country was not helpful in moving the iron?

It was clear that the end of this feminine marketing appeal was in the cards when the Houston District Sales Manager wrote the General Sales Office to firmly declare that "our dealers are not receptive to these coats and it has been difficult the last two years to move the coats....on one occasion we resorted to a raffle among employees to get rid of them. Consequently, we would like to be relieved of the coats and handbags which are scheduled for shipment to this District."
—Edward Garten

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Letters

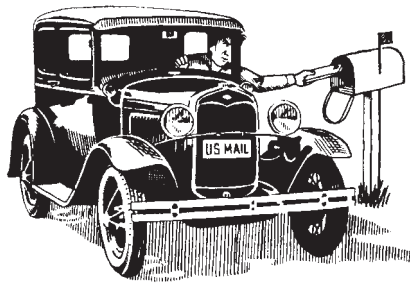
Ominous Opulence

A few years ago, long before the greed and incompetence of our bankers unfolded, I wondered whether our economy might be in for a severe bump in the road. The unscientific barometer used for this ominous prediction was the rise in number of opulent automobiles.

Have you noticed the number of V12 engines that proliferate the market? Ferrari and Jaguar were joined by BMW and Mercedes-Benz in this segment several years back. Once Rolls-Royce and Bentley acquired German parents, they also gained 12-cylinder powerplants. More recently the Audi A8 added a W12. A more surprising entrant was the Volkswagen Phaeton. Considering that the A8 with its aluminum body failed to be recognized as a premium product by consumers, why would the Phaeton with a regular steel body fare any differently? The VW group has also revived Bugatti with a V16 and added a V10 Lamborghini. Now that Porsche is in a position to call the shots in this expanded family, here is a group with a lot of high-end hardware under its wing. Even Mercedes-Benz felt the need to rekindle the Maybach name to move up market in spite of the earlier success of their Grosser 600. Throw in Aston Martin and Maserati, even if it only has a V8, and you have a broad range of exotic wheels for those overpaid bankers to indulge in.

Think back to another era when economic optimism graced the automotive landscape with elegant carriages. *Darwyn Lumley* asks in *Journal* issue 237 how the past may be repeated in the future.

Auto historians will have little difficulty remembering the casualties of the dirty 1930s. The Cord and Duesenberg tug hardest, but there was also the Franklin, the Marmon and the "Three P's," Peerless, Pierce-Arrow and Packard as well as the Stutz. The Packard limped through to the 1950s, but possibly would have fared better if its down-market move in 1935 involved a new brand from the



outset such as Clipper. The Europeans also bid farewell to Delage, Delahaye, both stuttered into the 1950s, Bucciali, Bugatti, Hispano-Suiza, Horch, Isotta-Fraschini, Maybach and others.

But there are not many similarities to these two time frames. Most of these early failures were independent manufacturers, whereas now the luxury makes are mostly affiliated with mass-market brands. Interestingly this time around America does not produce any of the current exotics identified above. The concentration is in Germany, particularly under the Volkswagen group. The Asian brands have also muscled into the luxury sector. North America is still the largest market for premium makes from around the world, yet a drop-off in demand for ultra expensive models, will impact the importers most.

In 1934 Alfred Sloan's way of enticing customers into new cars was to use Maurice Olley's suspension technology to provide a ride sensation not experienced before. Can a silver bullet be found to reactivate our auto industry now? If a bright idea actually surfaces, does the industry have room to maneuver and implement it? Not only are we more regulated than in the past, Detroit is about to have Washington dictate product mix and market strategy.

North America may have lost the independent opulent manufacturers last time, whereas now we are at risk of destroying our core manufacturing base. Even a reconstituted GM could import Buicks from China, Chevrolets from Korea and trucks from México. Fiat would still benefit from a failed Chrysler, through gaining a distribution network. Chinese manufacturers and possibly even Peugeot are likely watching for any established sales outlets such as Saturn. The challenges are different now but far more critical. —*Louis Fourie*

Change is Constant

Society President *D.H. Lumley* was right, absolutely, "change is constant." His article prompted me to put my thinking cap on, and take time to think about the questions he offered our members. Rarely do I correspond, but here is what I was thinking: 1928 was a watershed year in the auto business.

General Motors had survived World War I, two turbulent terms with Billy Durant at the helm, and twenty years of tough competition to become the world's largest manufacturing firm. Henry Ford had just ended nineteen years of Model T mass production, which set world records, and then got huge attention for the new Ford replacing the Model T. Chrysler Corporation had been business little more than four years in 1928, and stunned people by buying Dodge Brothers, by introducing the DeSoto in the medium-price range, and by introducing the all-new Plymouth to compete directly with Ford's new Model A. Then, Chrysler could be competitive with both GM and Ford. Indeed, the name "Plymouth" was carefully selected for easy recognition, and the "Big Three" was a phrase created by Chrysler's people to convince the buying public to compare Plymouth values to Ford and Chevrolet. It worked.

"Independent," according to the dictionary, refers to being free from outside control, not influenced or affected by others. Those descriptive words could very well be applied to Packard, Peerless, Pierce-Arrow, Marmon, Stutz, Hudson, Nash and many other firms. Those firms were independent thinkers, and even offered features in their cars that nobody else offered. American independence was a huge groundswell of spirit throughout our country, and that meant lots more choices in the marketplace, too. Yet, during the Twentieth Century, more than two thousand American car companies came and went. Successes or failures? The answers are complex and include consideration of government contracts during wartime, of mass-produced products versus hand-finished quality, of different engineering ideas, of costs, and of the

fickle taste of the buying public. Thus, it depends on how you regard success or failure.

Almost seventy-five years after Plymouth was introduced, Daimler-Chrysler's German management decided to cancel production of Plymouths, a choice made purely on the need for corporate profits. Ultimately, whoever sells the most vehicles, for the best profits, becomes the winner, for now. However, when company expenses grow into the billions of dollars, and no work is being done by those workers on sick leave, or receiving a pension, the burden to pay for all of that becomes too much for sales of new vehicles to cover. If credit dries up, and sales shrink quickly, the cash flow is interrupted and production must end, causing thousands of people to lose their jobs. The ripple effect continues through the many companies that supply parts and services to the car manufacturers. Thus, "too big to fail" is now an issue before the federal government, involving hundreds of thousands of American citizens, out of work, unable to pay their bills, and those ripples extend to people in foreign countries employed by General Motors, Ford, and Chrysler. The end of that is nowhere in sight, yet.

Concentration of industrial power in a few companies, good or bad? A glance around the world at other countries illustrates that concentration is common. In fact, the United States has never before had so many foreign-owned companies producing so many different cars and trucks here, for us to buy, instead of American vehicles. Competition is good, but brands like Geo and Saturn did not compare favorably with Honda or Toyota, etc. Arrogance isolated top management from getting it right. Greed, or taking all the money that they could get, only made things worse. Therefore in my humble opinion, money and management are the two basic factors to be examined carefully, and somehow brought into more transparency for controls.

The British auto industry saw the demise of Austin, Morris and most of the remaining British brands.


The brands failed because of bad management choices, because of poor quality in global markets, because of a lack of good marketing and parts supplies and because their labor-management relations were unsatisfactory. Those issues were quite different for Packard, Studebaker, Nash, Hudson, and other independents that terminated years ago, each in a different way. The lack of sales, in large enough volume to make a profit, is the common denominator for most auto bankruptcies. Then, in the United States, a company can reorganize under Chapter 11, if possible. Both Volkswagen and Porsche should be given credit for sticking with a good design for many, many years. The Beetle and the 911 Porsche were refined and refined for decades. VW and Porsche believed there was always room for improvement, and styling changes were subordinated to engineering improvements, making each better and better gradually. The proof of the wisdom of their management teams has been proved by decades of satisfactory sales, globally. Planned obsolescence to stimulate new car sales for short-term gains was just not a good policy.

Flexibility, meaning the ability to be adjustable to necessary changes, is another key factor in successful management of any business, especially in the auto industry. Again, change is constant, and that includes the way we make things, the way we decide what is or is not right, the way we treat our workers, present our products,

run our finances, listen to the people who buy what we make, and the way we place emphasis on efficiency everywhere in our daily work. I believe we are approaching a whole new era of environmental issues that will change the auto industry globally. Some of the changes coming our way soon, to reduce carbon footprints and to eliminate emissions, include plug-in electric vehicles, hybrid gas and electric energy, biodiesel engines or other power plants, like a recent experiment using coffee grounds that would otherwise be garbage.

Although we are dependent on the U.S. government to bail out our auto industries now, I truly believe that those companies affected should be run by car guys that know what they are doing rather than by government employees acting as watchdogs. Henry Ford accurately said that bank loans cannot substitute for good managers. There is no single formula. We can, and should, keep trying until we get it right.

A new car was introduced in India this month, the Tata Nano. Auto people around the world are interested in how Tata can produce a four-door sedan for only \$2,500. No doubt there has been some fresh thinking to accomplish such a remarkable feat. Will the Nano be successful? Mr. Ratan Tata, the head man, is involved in the management and ownership of ninety-six other industrial companies, like Jaguar and Land Rover, and only time will reveal success or failure. Thanks to President Lumley for stirring the thinking pot. His questions are most pertinent. —*John B. Satterthwaite*



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Driving History

By *Dennis David*

Photos by the Author

It all started in a conversation with *Kit Foster*. He mentioned that *Bev Kimes'* archives needed to be transported to the ACD Museum, and that entrusting them to a moving company might not be the best way to handle such an important collection. We discussed it for a while and it then dawned on me that as a teacher I have several weeks off during the holiday season. Furthermore, my son Chris would also be home from college for his holiday break and we could probably drive it out acting as a point-to-point courier. This would not only get the collection to its destination in a timely manner, but it would also ensure that it got there undamaged. I mentioned the trip to Chris and he was all for it. He's always been "up" for a ride and this opportunity was no different. Indeed, he has accompanied me on every research trip I've ever made for the books I've written and has never once complained a bit. I knew he was born with traveling shoes when I witnessed him at 5 years old asking the people driving the garbage truck on our street for a ride around the block. Perhaps that ride solidified his love for the open road.

The adventure started with our picking up a 14-foot U-Haul truck on the Saturday after Christmas and we were in luck. Our assigned vehicle was a brand new E-series Ford with only 400 miles on it. Of course, Chris wanted to drive it home and although the truck was kind of large, it didn't seem to bother him at all. This didn't surprise me as he was driving a 1959 Buick LeSabre when he was 10 years old. Not more than five minutes after it was in the driveway he was busy outfitting it for the trip. The iPod was wired in and ready, spare change was neatly arrayed in the coin slots for tolls, and the all-important GPS navigation system had the first destination of the trip logged in; we were ready.

Bev's collection was housed in her Manhattan apartment on East 80th Street; not the best place to drive around in a large U-Haul. So, on the




Above, The incredibly impressive Cord E-1 prototype graces the ACD Museum's front lobby. It was built to replace the L-29, but never made it to production.

advice of her husband, *Jim Cox*, we opted to arrive in the early morning/middle of the night hours. We set out from our home in northwestern Connecticut at 1:30 AM and headed to the Big Apple. Fortunately, driving at that time of the night, even into New York City, is not hard with most of the world asleep. We eased off of Interstate 95 and around to Second Avenue and made the turn onto East 80th. Jim Cox was waiting and flagged us right into a parking place that he was holding out front.

The U-Haul took up most of the street, but cars were still able to get by. We did have to stop loading several times to let a few trucks pass, but overall the loading went smoothly. Jim had the doorman install ramps over the stairs and I have to believe that Bev knew this day would come when she got the apartment 40 years ago. Thankfully, she rented a ground floor apartment. The loading would have taken hours if we had to use the elevator. Neither Jim nor I are young men and we were both thankful that we had Chris, who mentioned that the physical training that he does every day at the military college he attends was just about the same workout as loading the collection. When we were done we all looked up inside the truck at the inventory. I would estimate that we were heavier by about 4,000 pounds

of file cabinets, boxes of paper, bookcases and the dreaded boxes of books, each weighing in at around 120 pounds. The books and their shelves were destined for the CCCA Museum Library at Hickory Corners, Michigan, not far from Auburn. To put it mildly; my arms didn't start to feel good again until we got to Ohio.


With the load secured, we said our goodbyes as Jim treated us to coffee and bagels from a shop around the corner. Chris had already logged in the next destination into the GPS; Auburn, Indiana and the home of the Auburn Cord Duesenberg Museum. At first we thought the GPS was



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going crazy as it took us deeper into Manhattan, but we've learned to trust it anyway, a hard thing to do when you've grown up reading a map and navigating a sailboat by the stars. In almost no time the GPS took us through the Lincoln Tunnel and we were looking out over Interstate 80, which would be our friend for the next 700 miles. The truck had somehow lost its magic motor that just a few hours before was propelling us like a Corvette. I suppose four thousand pounds will do that with most engines. It was quite a contrast; before we could pass any car we wanted to, now we couldn't pass cars or gas stations. Honestly, the truck had a 35-gallon tank and our cruising range was about 300 miles. We started keeping a closer eye on the fuel gauge after almost running out in Western Pennsylvania. U-Haul also has a somewhat ridiculous gauge with green bars that lets you know when you're using fuel. The more little green bars you have, the more fuel you're saving. In this case, it didn't matter; we had no green bars most of the time with the load we had onboard. With my arms still feeling like rubber



Above, CCCA members Gene Perkins and Dale Wells thank Chris for driving 800 miles and unloading the cabinets and books.

I made it my point to call our contacts ahead to make sure that we had some help in unloading.

The weather was nice for the drive, but extremely high winds greeted us in western Pennsylvania. Chris was driving and I was trying to take a nap, but you just have to have one eye open when the truck is being pushed around like a toy. This went on for several hours and was nerve-wracking to say the least. We wrestled with it all day long until the sun started to set. We had been on the road for a total of 15 hours minus the loading time, but we had pushed forth and were now within 200 miles of Auburn. We made it to Sandusky, Ohio, which looks like a great place to spend a vacation, but not so good in the middle of the winter.

The next day we were on the road by 6:00 AM with Chris at the wheel, and a beautiful sunrise greeted us around 7:30. With no winds we made great time and we were parked in front of the ACD museum by 9:15. Museum archivist *Jon Bill* came out to greet us and the unloading took only about 15 minutes, leaving Chris and me some time to check out the museum; what a great place it is. Duesenbergs, Cords, and Auburns grace the lobby in stunning fashion. On the right side of the main lobby is Jim and Bev's 1930 Auburn Sport Sedan, which they donated to the museum. It will sit in perfect preservation for the rest of its days.

CCCA Museum past-president Gene Perkins met us at the ACD Museum and offered to lead us up to Hickory Corners for the second drop. Gene is a car collector and a gentleman, but even though we had unloaded a few thousand pounds we still had a little difficulty keeping him in the front windshield with his Mercedes 600SL

roadster. Gene also treated us to lunch at a wonderful old restaurant called Schuler's located in Marshall, Michigan. The food was excellent and a good time was had by all. One hour later we were at the home of the CCCA in Hickory Corners where we were greeted by our old friend *Dale Wells*. Dale remembers Chris from when he first started going to Hershey with me at six years old. At 18, he's grown a bit, but the friendship is still there. Several folks from the Gilmore Museum helped with the unloading and before long we were empty again. We took a few photos and said our goodbyes and then logged the U-Haul drop-off point into the GPS, which turned out to be about three miles from our hotel. An extra ten dollars got us a ride back to the hotel where we had another nice stay, made even nicer by the fact that a girls' basketball team was staying at the hotel. Chris found himself swimming with the team until 10:00 PM while Dad went to sleep. The next day on the plane found Chris in luck once again as he was assigned to a seat alongside a very pretty girl on her way back to school. I was thinking about all of the wonderful cars that I had seen the day before, but Chris seemed to be thinking of other things. Is that what age does to us?

With a smooth flight back I had time to reflect on the importance of our mission. Carrying someone's life work to its final destination is an important task and I thought of all of the wonderful conversations that I'd had with Bev. She was truly an extraordinary person and a gifted writer. Her collection is now where it should be; there for all to use and enjoy as we continue our never ending quest to document the machines that we love so much. We all have our books and papers, but what will become of our collections when we leave this world? As for myself, I can only hope that my own small library will receive the same love and care that all of us involved in moving Bev's got. In the end we are remembered not for what we did, but what we left behind.

SAH members are invited to join the Classic Car Club of America (CCCA)

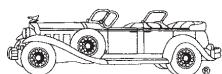
founded in 1952 to promote the preservation and restoration of distinctive motorcars built between 1925 and 1948.

The club publishes its *Bulletin* eight times a year and the quarterly *Classic Car* magazine.

The club maintains a museum and research library on the grounds of the Gilmore Car Museum in Hickory Corners, Michigan.

For membership details contact the club at either of the addresses below.

CLASSIC CAR CLUB OF AMERICA



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Des Plaines, IL 60018-2206
(847) 390-0443
www.ClassicCarClub.org

President's Message Report and invitation

We had a very good meeting of the SAH Board on April 17. The report of the meeting will be found in the next issue of the *Journal*, as submitted by Secretary *Arthur Jones*. In another part of this message I will be commenting on some of the issues that I believe should be considered by the membership.

The Board of Directors meets twice yearly, once usually in April with the other meeting held in Hershey the evening before the Annual Awards Banquet. In addition to the Board meeting, the April get-together features visits to museums and collections of interest to the Board. The host for our meeting this year, in Golden, Colorado was Vice President *Susan Davis*. She made all of the arrangements, and everything worked out just fine. If you paid attention to the weather in Golden on April 17, you may recall that there was a record snowfall that began on the 16th. At least two feet of heavy, wet snow fell, which closed nearby I-70, leading to unscheduled overnight guests in the hotel. So, having events take place on schedule was quite a feat.

Susan had teamed up with some local folks, including her brother Jim and sister-in-law Rita Smith who were our hosts for a soirée. Also providing expert guide and driving service were Denver area members *Deane Fehrman* and *Frank Barrett*. In our time away from the meeting we visited six museums and collections. None were alike. One was a private Cadillac collection, another a Shelby-American museum, the Clive Cussler collection, the Forney collection, the Dougherty museum and a fabulous model train collection owned by a CCCA member.

In a metro area the size of Denver, I am certain we probably just scratched the surface in visiting museums or collections. But, the knowledge of auto collections and museums, open for visitation after making advance contact, is ephemeral. Still, the museums need to have people walking through their exhibits to continue in business. What might you suggest can be done? How can the museums containing the artifacts of our



Darwyn H. Lumley, President

historical interest be publicized? What resources presently exist which direct people to automotive museums?

One area in which SAH has made significant progress over the past several years is its connection with the academic community. Former SAH President *Joe Freeman* took that on as a goal and had the assistance of *Mike Bromley*, Former President *Mike Berger*, *Patricia Yongue*, *Bob Ebert*, and others. The present Academic Committee head is *John Heitmann*. He has plans for additional contact with the university and college folks at the American Historical Society annual meeting to be held in San Diego in January 2010. If you have an interest in the connection between SAH and AHA, get in touch with John. To contact him, or anyone else who is an SAH committee member or Director, you can always use www.autohistory.org.

An area in which there is great interest, but thus far not as much progress as has been anticipated, is in the International Motorsports Section. Like all other activities of SAH, we are all dependent on volunteer involvement to make any progress. The temptation is always to say, "Why don't

they do..." this or that? To paraphrase a cartoon character of some time ago, "We have met the dilatory folk and it is us." That is, it is all of us. We can use some more good men and women to take on various projects within SAH. Here is an opportunity to introduce those great goals for SAH that exist within our membership.

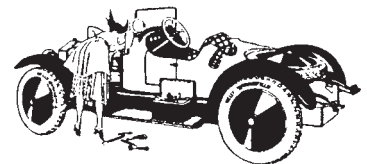
Since the Board of Directors meets only twice a year, there is a need for committees to be at work in the months between meetings. With the use of e-mail, this is a practical idea. One not quite realized goal that I have had is for committees to regularly make proposals or reports which can then be discussed by the Directors who will determine the next course of action. In contrast, if all discussion and decisions were limited to the two yearly meetings of the Directors not much progress would be forthcoming.

In addition to the AHA Conference in 2010, our partnership with the National Association of Automobile Museums is planning on another automotive history conference. This is presently planned for Tupelo, Mississippi, probably in April. When you read the report of the recent Director meeting, by Secretary Arthur Jones, you will note that he has taken on the SAH leadership role for the Tupelo conference. Presentations for the conference will be requested soon and you are invited to submit your proposals. Give it some thought now so you will be ready in less than a year. —*Darwyn Lumley*

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Book Review

Cars I Could've, Should've Kept, by Jackson Brooks, 2007. ISBN-13: 978-0-7864-2810-6, soft cover, 263 pages, 160 b&w photographs. McFarland & Co., Box 611 Jefferson, NC 28640. www.mcfarlandpub.com \$29.95

The author has appropriately, subtitled this book 'Memoir of a Life of Restoring Classic Sports Cars.' It is really three stories in one: a chronicle of one man's quest to own and drive some of the world's finest cars; an autobiographical account of his, and his family's lives; and a short history of each of the very many cars he owned and restored.

This is a very readable book. Each chapter focuses on a particular car or make; how he found and selected the car, his process of restoring it and then selling it to finance the next project. Among those described are Alfa Romeo 8C-2.3, 250MM Ferrari, 1922 Targa Florio Mercedes, Type 57 Bugatti, Nash Healey and many more in the 28 chapters!

It was a most enjoyable 'bedside book' for this reviewer. The chapters are short and there are many interesting anecdotes about 'restoration' in the 1960s-1980s, when the term described preserved and driven rather than original and authentic. As a historian this reviewer wonders how some of the liberties

HORSELESS CARRIAGE GAZETTE

As you might expect from a club publication, the *Horseless Carriage Gazette* is chock full of exciting four-color photographs showing brass-era automobiles in action. First-generation cars don't get out often but, when they do, it is a real privilege to be along for the ride.

History buffs will enjoy a feature or two in each *Horseless Carriage Gazette* about marques both popular and obscure. In addition, more than 240 black & white images from the pre-1916 era were used as illustrations in the six 2007 issues.

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taken 40 years ago on cars now worth hundreds of thousands to millions of dollars are received today. For example on a Ferrari 250 GT High Roof Boano, "...but we pleated the door panels to match the diagonal slant of the doors. The original door panels were flat, with a gathered pocket." or "...bonding the backside of the metal (body) panels to the wood frame with glass fibre and polyester resin." on a Saoutchik-bodied Talbot Lago.

Jackson does say, "...my real interests were in the actual rebuilding of these cars!" and states that when he sold any car he provided full disclosure. One wonders if that disclosure continued through subsequent owners as prices escalated.

The author was a successful small business owner and, with the support of his family in the 1960s began to purchase, restore and drive what are now very rare, very expensive collector cars. The contacts that he made during those years are a veritable "Who's Who" of classic cars during this period. He documents what he paid for each car, how much it cost to restore

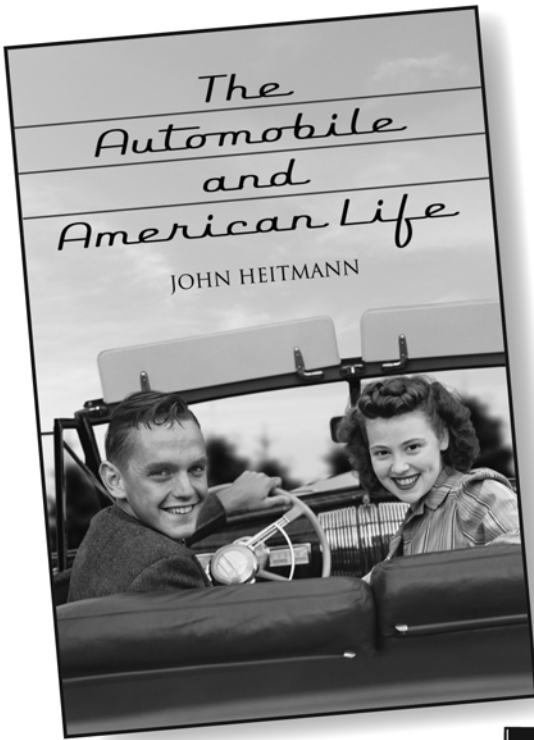
and what he sold it for. He also tells the reader today's approximate market value.

One intriguing chapter, number 23, entitled 'My Packard Education' recounts the restoration of a Dietrich Victoria-bodied Packard and his run-in with the CCCA rules and a particularly nasty situation when someone got hold of a piece of the 'tub' and then claimed that he had the original car.

An interesting part of the family story is their use of the various cars and which were selected for each of the children to learn how to drive!

Unfortunately, the book contains a few errors when it comes to features and specifications of certain cars – most likely as it was written from the author's memory. There are also a few typographical errors, but these are minor quibbles.


The book is a 'good read' with very interesting photos from the author's collection. It is too bad that none other than the cover and backplate are in color. After all, who of us does not talk about "cars we could've, should've kept?"
—David N. Reilly



The Automobile and American Life
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This is the story of how the automobile changed the essence of life in America. Both a general history of the automobile and a broad-ranging analysis of its cultural effects, it addresses such topics as cars' inception as a mechanical curiosity; Henry Ford and the machine age; the development of roads and road culture; religion, gender, courtship and sex; effects of the Great Depression and World War II; the 1950s golden age of cars and the emergence of youth culture; and how car culture has been represented in film, song, poetry and literature.

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Editorial

Paper or Plastic?

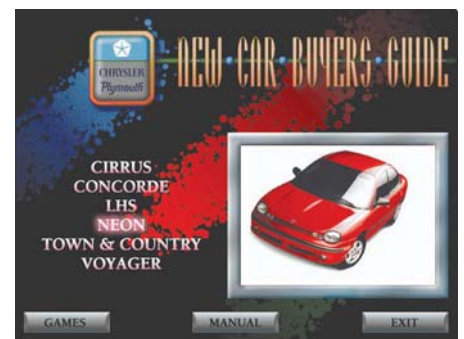
How long ago is history? A generation? A thousand years? Ten minutes ago, or ten minutes from now? In terms of automotive and industrial history, is there a dividing line between “historic” and merely “old”? The word “historic” has connotations of importance, a certain cultural standing. “Old,” depending on the tone of voice, can imply used up, past it, shabby, not worthy of further consideration. This “no longer worthy” attitude is of great concern, especially to archivists. This is the circumstance when papers, records, and other documentation are set out with the trash or put in recycling bins. When many cars are about 10 to 12 years old they are just used cars. If a given car survives to be 25 to 30 years old or more, suddenly it is vintage, and might start being of interest once again.

A vibrant SAH online discussion has been occurring recently concerning personal archives, oral histories, and source materials. A subtext to that discussion involves newer information technologies, specifically personal computers and the Internet. Paper archives, properly stored, can last for decades until the first touch of flame or drop of water. Digital records can be retrieved instantly, stored in minimal physical space, stored in multiple locations and feature multimedia content, but there are many unanticipated limitations as well. Transcription of paper materials to digital format takes a lot of time, with many possibilities for errors.

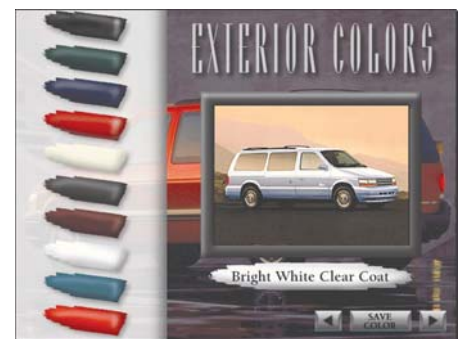
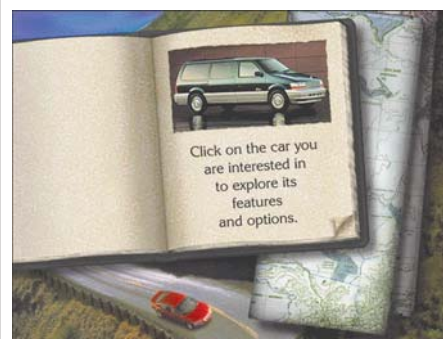
Paper and digital archives share several difficulties. Cataloging the content consumes vast quantities of time. A single banker’s box of random physical material could take at least one person-hour to sort through, depending on the existing knowledge of the researcher. A volunteer asked to index the materials faces a daunting task, possibly having no ability to place the items in any context. Cross-referencing the materials is essential to do any kind of realistic research, but again, a vast amount of contextual data exists only in our members’ brains. The loss of an eyewitness to events is exacerbated by the loss of the corresponding metadata.



Top, 1995 Chrysler-Plymouth New Car Buyer's Guide on CD-ROM. Lower, 2009 Nissan Cube folder with CD-ROM.

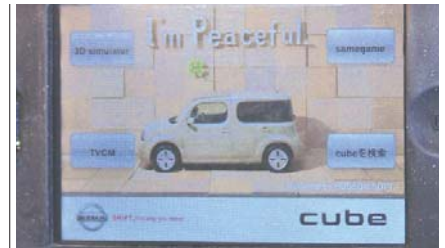


Above left, demonstration game software page. Above right, introductory page for the multimedia presentations. Below left, instruction manual guide to the CD. Below right, color selector. Color and trim options were meant to be selected, printed out by the home user and given to the local Chrysler or Plymouth dealer for a price quote.



Add to this the issue of unfamiliar languages or alphabets, and the task becomes exponentially more challenging. Finally, if time is money, where is the funding?

In late 1994 Shamrock Communications, Inc, of Sausalito, CA, produced the 1995 Chrysler-Plymouth new car buyer’s guide on CD-ROM. The Chrysler-Plymouth information is bundled with demonstration computer games, Full Throttle™, Dark Forces™, and Star Wars Rebel Assault™ from Lucas Arts Entertainment Company. The CD envelope included a \$10 discount coupon for Lucas Arts game software, valid until May 31, 1995. Interestingly, the Chrysler Cirrus is included in the new car model information, but the revised Chrysler and Plymouth logos appear only in the CD’s brief video clips. The simple pentastar is used everywhere else.



Above, image captures from the Nissan USA Cube website. Sound and animation cannot be conveniently preserved.

The Chrysler-Plymouth CD is intended to operate as the location of the multimedia application, meaning the computer reads directly off the CD, rather than having the user install an application on their machine. 2009 computers and operating systems are no longer compatible with the 1994 Macromedia Director code. For Macintosh users the hardware is 3 generations old. The last Macintosh operating systems which can run the Chrysler-Plymouth CD are OS 7, OS 8, and OS 9.2.2, all are now considered obsolete. For Windows users, the same generational differences apply.

The CD includes brief animation, music, sound effects, and small, low-resolution images. Home consumer computers and monitors were not up to the task of displaying high-resolution images at the time. Images and condensed text are versions of Chrysler-Plymouth's contemporary printed materials. A full-line video montage is accompanied by the 1987 cover version of "A Hazy Shade of Winter" sung by The Bangles. Some of the video content is actual footage from commercials. Screen captures preserve the images, but only a vintage computer can present the full multimedia experience.

In 2008 Nissan produced promotional materials for their new model, the Cube "mobile device." The car is not yet on sale in the United States. Nissan has provided a small folder with a CD-ROM included. The CD is titled "explore the world of cube," all lower-case. Unfortunately, the CD-ROM is for Windows PC

Above, iPhone application "3D Cube." The only way to display the content is on a functional iPhone - iPod.

users only, thus reigniting the so-called Macintosh versus PC debate beloved by marketing departments.

Nissan USA's website features the expected sound and animation, but again, screen captures can only preserve the images. An insidious issue is that the webmaster can remove content at any time, without notice. What is left to prove the full content ever existed? In a timely twist, Nissan has developed an iPhone application called "3D Cube" which features the now expected multimedia content, games, and sample television commercials, all in Japanese. Perhaps the pertinent question is, "Paper, plastic or vapor?" —A. Meyer

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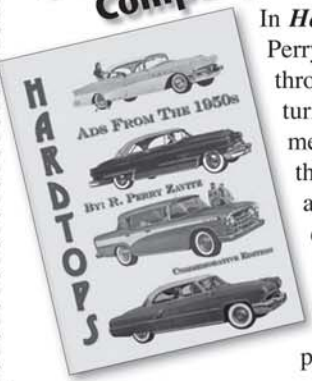
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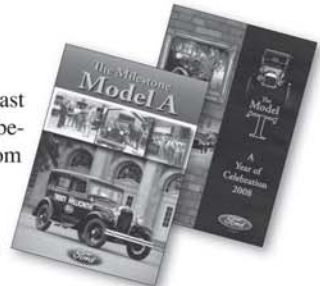
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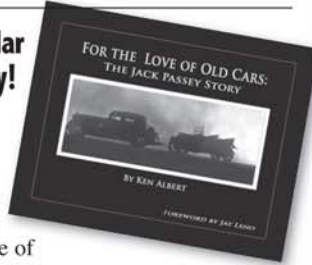
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