

# SAH Journal



The Society of Automotive Historians, Inc.

Issue 256 Electronic

May - June 2012



Video Game Vehicles Come to Life, Page 12.

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## Date Reminders

### July 31, 2012

Valentine Award Nominations Due.

### August 1, 2012

Bradley Award Nominations Due.

### October 11, 2012

Fall Board Meeting.

### October 12, 2012

Annual Meeting and Awards Banquet.

[www.autohistory.org](http://www.autohistory.org)

Cover Vehicle: 2008 "GTbyCITROËN" while under construction. Photo: Citroën Presse.

# SAH Journal



The Society of Automotive Historians, Inc.

Issue 256 May - June 2012

## Officers

**J. Douglas Leighton** President  
**John Heitmann** Vice President  
**Robert R. Ebert** Secretary  
**Patrick D. Bisson** Treasurer

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Through October 2012

**Thomas S. Jakups, Leslie Kendall,  
Steve Wilson**

Through October 2013

**Judith E. Endelman, Paul N. Lashbrook,  
Stanton A. Lyman,  
Susan S. Davis, ex-officio**

Through October 2014

**John A. Marino, Mark Patrick,  
James K. Wagner**

## SAH Journal

**Allan C. Y. Meyer, Retiring Editor**

## Incoming Editor, Advertising Manager, Rubén Verdés

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## Publications Committee

**Thomas S. Jakups, Chair  
Christopher C. Foster  
Rubén L. Verdés, Donald J. Keefe,  
Steve Wilson, Pat Chappell,  
Mark Patrick, Allan Meyer**

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**The Society of Automotive Historians, Inc.**

Find the Society of Automotive Historians  
on the web at [www.autohistory.org](http://www.autohistory.org).

**Copy Deadline for Journal 257  
July 20, 2012**

## SAH Annual Awards

### **Benz Award**, Chair: Don Keefe, [donaldjkeefe@aol.com](mailto:donaldjkeefe@aol.com)

The Carl Benz Award is presented each year for the best article published in the previous calendar year. SAH Awards of Distinction are awarded for exemplary articles not receiving the Benz Award.

2011 Terry V. Boyce, "1951 Buick XP-300: Mr. Chayne Builds His Dream Car," in *Collectible Automobile*  
2010 John L. Baeke, M.D., "The Lebarons: Heir Apparent to the Throne," in *The Reunion*  
2009 Jim Chase, "Packard and Winton: The Transcontinental Rivalry," in *The Packard Cormorant*

### **Bradley Award**, Chair: Judith Endelman, [endelman@thehenryford.org](mailto:endelman@thehenryford.org)

The James J. Bradley Distinguished Service Award is presented to deserving archives and libraries for exemplary efforts in preserving motor vehicle resource materials.

2011 Jaguar Daimler Heritage Trust, Coventry, UK  
2010 Automotive Research Library of the Horseless Carriage Foundation, La Mesa, California, USA  
2009 Gilmore Car Museum, Hickory Corners, Michigan, USA

### **Brigham Award**, Chair: Jack Juratovic, 712 Novak Lane, Big Rapids MI 49307

The Brigham Award is presented for magazines published in the previous calendar year.

2011 *The Packard Cormorant*, published by Packard Automobile Classics, Stuart Blond, Editor.  
2010 *Antique Automobile*, published by Antique Automobile Club of America. Editor-in-chief/design director West Peterson  
2009 *Collectible Automobile*, published by Publications International, Ltd. John Biel, editor-in-chief

### **Cugnot Award, English**, Chair: Doug Leighton, [jleight@huron.uwo.ca](mailto:jleight@huron.uwo.ca)

The Nicholas-Joseph Cugnot Award is presented each year for the best book published in the previous calendar year. SAH Awards of Distinction are awarded for exemplary books not receiving the Cugnot Award.

2011 Joel E. Finn, *Caribbean Capers: The Cuban Grand Prix Road Races of 1957, 1958, and 1960*  
2010 Charles K. Hyde, *Storied Independent Automakers: Nash, Hudson and American Motors*  
2009 Karl Ludvigsen, *Ferdinand Porsche, Genesis of Genius: Road, Racing and Aviation Innovation, 1900-1933*

### **Cugnot Award, Non-English**, Chair: Bill Kreiner, [bill.kreiner@gmail.com](mailto:bill.kreiner@gmail.com)

The Nicholas-Joseph Cugnot Award, Non-English, is presented each year for the best book published in a language other than English the previous calendar year. SAH Awards of Distinction are awarded for exemplary books not receiving the Cugnot Award.

2011 Claude Rouxel and Laurent Friry, *Gotha de l'Automobile Française*  
2010 Sébastien Faurès Fustel de Coulanges, *Fiat en Grand Prix, 1920-1930*  
Hans-Jürgen Schneider and Halwart Schrader, *Legende: BMW 02*  
2009 Manuel Lage, *1,000,000: Un Millón de Camiones y Buses Españoles*

### **Friend of Automotive History**, Chair: Darwyn Lumley, [DLumley942@aol.com](mailto:DLumley942@aol.com)

Recognition to an individual who has made a particular personal contribution to automotive history.

2011 Kit Foster  
2010 Miles C. Collier  
2009 C. Marshall Naul

### **Ingersoll Award**, Chair: Thomas Jakups, [tjakups@mac.com](mailto:tjakups@mac.com)

The E. P. Ingersoll Award is given for the best presentation of automotive history in other than print media.

2011 Racemaker Press, O'Keefe Winners Database, published online.  
2010 Mark Theobald, [Coachbuilt.com](http://Coachbuilt.com)  
2009 Michael Hamm, producer, director/writer; Kerrie Long, producer "The Greatest Auto Race on Earth"

### **Scharchburg Award**, Chair: John Heitmann, [John.Heitmann@notes.udayton.edu](mailto:John.Heitmann@notes.udayton.edu)

Presented to an undergraduate or graduate level student for the best research paper in the field of automotive history.

2011 Andrew Jennings Mabon, "The Automobile, the Interstate, and Suburbanites"  
2009 Ted R. Mitchell, "Sit-Down Women: Gender and the 1936-7 General Motors Strike in Flint, Michigan"  
2008 Peter S. Cajka, "Consumers, Cadillacs, and Civil Rights: The Social and Cultural Impact of the Automobile in *Ebony*, 1945-1965"

**A complete history of award winners may be found at: [www.autohistory.org/awards.html](http://www.autohistory.org/awards.html)**

## President's Message

Summer is the high season of the year for many of us. It provides time for extended holidays, for getaways to cottages and camps and for trips and tours. Its patterns and rhythms differ from "regular time," opening opportunities for research and writing, for attending automobile shows and displays, for resumption of car-related projects. Many of us will retrieve much-loved cars from winter storage and enjoy driving them for the next few months. Those SAH members who are lucky enough to live in areas of "endless summer" will, of course, simply carry on as usual.

In my part of the world, summer has been initiated for auto lovers by the annual first-weekend-in-June Plunkett Estate "Cruise In." Steve Plunkett has an extensive collection of Cadillacs, ranging from the 1920s through the great classic V8s, V12s and V16s of the 1930s to the fins and chrome of the post-World War II era. The SAH Board of Directors arranged a visit during its Spring, 2011 meeting. Each year, Mr. Plunkett graciously opens his property to the public, placing many of his own cars on display and inviting anyone in the region to bring their collector cars as well.

What began about a decade ago as a stop on a Horseless Carriage Club tour, is now a major event lasting three days which draws hundreds of exhibitors, thousands of spectators and major show-business personalities. All the proceeds from admissions to the show go to charitable organizations.

Such events demonstrate our passion for automobiles at its best. Knowledge is shared; contacts are made; community involvement is encouraged; funds for important causes are raised; and a good time is had by all.

Locally, this is the season for "cruise nights," for marque-club outdoor events and for street displays. Many of us will be participating in such happenings.

This is also a busy time for the Society and its committees. Following the excellent, insightful and challenging presentations at our Philadelphia conference in April, we will be preparing for our Annual Meeting and Awards Banquet in October at Hershey, Pennsylvania.

Through the summer, our committees will be sorting out and assessing nominees for our prizes and awards. We owe those who do this quiet, but important work a profound vote of thanks.

By the time you read this column, summer will be well along. I hope that your season is relaxing, enjoyable and rewarding.

—Douglas Leighton

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

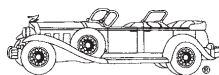
founded in 1952 to promote the preservation and restoration of distinctive motorcars built between 1925 and 1948.

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

CLASSIC CAR CLUB OF AMERICA



at either of the addresses below.  
1645 Des Plaines River Road, Suite 7  
Des Plaines, IL 60018-2206  
(847) 390-0443  
[www.ClassicCarClub.org](http://www.ClassicCarClub.org)

## SAH News

### Rubén Verdés is New Journal Editor



We are pleased to announce that beginning with the next issue of the *SAH Journal*, number 257, Rubén Verdés will be Editor.

All materials for inclusion in the *Journal* should be sent to Rubén at the following addresses:

7491 N Federal Hwy., Ste. C5337  
Boca Raton, FL 33487-1625  
tel: +561-866-5010

Email: [sahjournal@live.com](mailto:sahjournal@live.com)

As you can see by the cover design above, the *Journal* will take on a new, fresh appearance, and will coordinate more closely with other SAH media such as the [autohistory.org](http://autohistory.org) website.

We are looking forward to Rubén's contribution to the Society, and welcome him to this demanding yet rewarding position.

—A. Meyer, retiring Editor

# Letters

**From JUDr. Jan Tulis**  
Brno, Czech Republic

The Laurin & Klement Model F was produced in the Mlada Boleslav factory (now Škoda) between 1907 and 1909. At that time 317 Model F cars were built with various body types such as limousine, landaulette, truck or omnibus. The Model F had a four-stroke, four-cylinder water-cooled engine of 2,438cc with 18bhp at 1,300 rpm. The Model F weighed 1,100 kg and fully loaded reached 60 kph.

In the autumn of 1976 Mr. Alois Samohýl, the founder of the largest private veteran car and motorcycle collection in Central Europe, discovered a Model F, with double phaeton body, no. LXXXXIV. The very rare car was in the possession of Count Nemagay's daughter. After 25 years of prolonged negotiations, the Samohýl family managed to buy the car and bring it from Austria to Zlin in the Czech Republic.

The Samohýl family hopes to complete a new large building for the veteran car collection in Zlin soon. This quite unusual Laurin & Klement automobile will be taking a proud place and the car will also continue to compete in veteran rallies too.

## 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.

Membership is \$45 (\$55 outside of the USA).

There is no better place to connect with nearly 5,000 enthusiasts who appreciate pioneer vehicles than in the Horseless Carriage Club. We'll be honored if you decide to join.

Horseless Carriage Club  
5709 Oak Ave  
Temple City, CA 91780-2431  
(888) 832-2374 or [www.hcca.org](http://www.hcca.org)



Laurin & Klement, owner Alois Samohýl, right. Registratrion document, below, and archive photo, bottom.



Allgemeines / Données	
Marke Marque	Laurin u. Klement
Hersteller Constructeur	Laurin u. Klement
Polizeiliches Kennzeichen Plaque de police	A III 29
Fahrzeugtyp Type de véhicule	Personenautomobil
Betriebsstoff Carburant	Benzin
Motor-No. No. du moteur	5808
Fahrgestell-No. No. du chassis	
Baujahr Année de construction	1907
Höchstgeschwindigkeit Vitesse maximum	60 Km/h
Leergewicht Poids à vide	1050 kg
Besonderheiten Particularités	

Ort und Datum der Abnahme:  
Lieu et date de contrôle  
*Zlín, den 5. Juni 1961*

Technische Kommission:  
Commission technique  
*S. Jovanović*

Sekretär:  
Secrétaire  
*[Signature]*

Präsident:  
Président  
*[Signature]*

Stamp: SAH CLUB ZLIN



## Request for Proposals 2014 Automotive History Conference

From *Geoffrey Hacker*  
Tampa, Florida

Attached is our latest acquisition. It is a 1952 LaSetta from Detroit, Michigan, **below** and **bottom**.

After hunting for this car and hearing about its existence for about five years, it popped up in an auction in San Francisco.

I lost the auction but bought it later when it appeared on Craigslist. It will be here in Florida in late May or early June.

Fun, fun, fun.....now we just have to get it ready for Amelia...

With barely three months passed since the Ninth Automotive History Conference, it is time to begin planning for our 2014 event. This will be the tenth edition of our biennial conference which take place at varying locations to be accessible to members and others located around the country. Last spring's conference was held at Philadelphia in recognition of its theme of multinational business and to be accessible to participants coming from overseas but we have no predispositions as to location for the next event.

We are requesting expressions of interest from members who are willing to serve as on-site planner and coordinator and are located in an area that has suitable meeting facilities and would be appealing to potential attendees. We have called this role

Conference Host. Responsibilities include working with the conference committee to plan and coordinate hotel, food and beverage services, tours, local transportation, and other aspects best overseen by an on-site SAH representative. Negotiating financial arrangements and approving invoices are required but contracts will be signed and payments made by the registrar who is the SAH treasurer. Prior experience is not a criterion, the committee will provide assistance and oversight, but we need to be assured of the proposer's commitment to perform and follow through during the 18-month period needed to organize and conduct the conference.

Selection of the conference location will be influenced by several factors: convenient and economical access, an airline hub would be an advantage, and the opportunity for a half-day tour to a site of automotive historical or technical interest. Many of our presenters have been business or economic historians for whom the typical car museum holds little appeal, unless it is truly unique.


Proposals need not be detailed but should address the aspects noted above. Submissions and any questions may be sent to *Arthur Jones*, Conference Chair, [nomecos@verizon.net](mailto:nomecos@verizon.net). The committee will review proposals at Hershey in October.

—*Arthur Jones*



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# SAH Business

## Society of Automotive Historians Board of Directors Meeting April 12, 2012

Location: Sheraton Suites, Philadelphia Airport, Philadelphia, PA.

Present: *Douglas Leighton*, President; *John Heitmann*, Vice President; *Patrick Bisson*, Treasurer; *Robert Ebert*, Secretary; *Stanton Lyman*; *Steve Wilson*; *Paul Lashbrook*; *John Marino*; *Judy Endelman*; *Mark Patrick*; *Tom Jakups*; *Kit Foster*; *Susan Davis*.

Note: These minutes contain only the summaries of the committee and officers reports. The full committee reports that have been submitted are filed with the minutes and are available upon written request to the Secretary of the Society.

President Leighton called the meeting to order at 9:01 am (EST). Secretary Ebert declared that with 13 directors in attendance a quorum existed.

Minutes of the October 6, 2011 meeting and the February 25 through March 5, 2012 electronic meeting of the Board were presented.

K. Foster asked that the minutes of the October 6, 2011 meeting be corrected as follows under the Treasurer's Report: "Kit Foster observed that had there been [an issue of the *Automotive History Review* in 2011], the budget deficit would have been \$8000." There being no further corrections or additions to the minutes, and upon motion duly made by P. Lashbrook and seconded by S. Wilson, the minutes of the October 6, 2011 and February 25 – March 5, 2012 meetings of the Board of Directors of the Society of Automotive Historians were approved without dissent.

### President's Report:

President Leighton stated that he regularly receives inquiries regarding automotive history and asking where answers to questions about marques or issues can be found.

He thanked the Treasurer, Secretary, and Kit Foster for their efforts. He mentioned especial thanks to P. Bisson for his work on the member services provider issue.

Areas of concern highlighted by President Leighton included: The SAH Board needs to think in terms of ongoing issues confronting the Society and not just think in terms of meeting-to-meeting matters. The membership is aging and there is a need to attract younger members and build on efforts like the student papers competition.

Membership maintenance has been made easier through the use of electronic resources and the work of Cornerstone. But, efforts must be made to get new members.

SAH relies heavily on the efforts of volunteers. However, as we face the future, can we continue to rely mostly on volunteers and continue operating basically on an amateur basis? Would a paid executive director sharpen our focus? This is something for us to consider as we face the future.

The membership is truly international with many specialty areas being represented. How can we communicate more effectively with each other, given the eclectic nature of the membership?

In discussion of the President's Report the following points were made: P. Lashbrook suggested we find groups that have been successful in attracting younger members and try to learn from them. J. Marino observed that the younger generation is becoming more connected through electronic/social media.

There followed a brief general discussion on the need for improvement of the web site to have a questions and answers section, a discussion section, etc.

J. Heitmann noted that he sees increasing interest in automotive history among young people that he teaches and we need to tap into that increasing interest.

### Treasurer's Report:

by Patrick Bisson.

Note: The full Treasurer's Report is filed with these minutes and available to from the Treasurer or Secretary upon request. What follows is a brief summary of the report.


Revenues for the period of Oct. 1, 2011 to March 31, 2012 totaled \$28,512.87 and expenses totaled \$20,645.01 giving a surplus of income over expenses of \$7,867.86. However, that figure is not realistic because expenses associated with the 9th Biennial Automotive History Conference are not included in that figure. After expenses for the conference are figured in, the net income/loss figure is likely to change considerably and with known expenses would show a budget deficit for the period of \$1,594.77. It is hoped that the Silent Auction will bring in about \$3000 and dues of the Society of Automotive Historians Britain (SAHB) will forward about \$2800 in dues.

Membership dues constitute 85% of the SAH budget. The work with Cornerstone has been to our benefit with renewals being up.

The Board by unanimous consent expressed thanks to P. Bisson for his excellent work and detailed financial reports.

**RICHARD P. SCHARCHBURG ARCHIVES**

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810.762.9661 DWHITE@KETTERING.EDU

S. Lyman made and P. Lashbrook seconded the following motion: Resolved: that the Treasurer be and hereby is directed to file for audit the financial statements of the Society of Automotive Historians for the period October 1, 2011 to March 31, 2012. Motion passed without dissent.

#### **Membership Report:**

by Patrick Bisson.  
Turning membership renewals and maintenance over to Cornerstone has worked very well.

There have been 61 new members added since turning it over to Cornerstone. There may a number of reasons for the increase in membership including more efficient maintenance of membership records by Cornerstone and M. Patrick passing out many membership applications at Hershey in October 2011. Cornerstone sends a letter out automatically to persons whose memberships have lapsed.

SAHB membership dues will come in during the summer and membership numbers will need to be adjusted at that time.

There are 1005 members on the books of which 827 are considered active. It was pointed out that having the publications come out on schedule is important to maintaining the membership in the organization.

#### **Academic Committee Report:**

Presented by J. Heitmann.  
A proposal to present a session at the American Historical Association Meeting in New Orleans, January 3-6, 2013 has been made. J. Heitmann is optimistic about the chances for acceptance.

Attempts are being made to get scholars at the cutting edge of research on automotive history to present at conferences. Research at present is focused more on the users of the automobile rather than on the manufacturers.

There is a rising interest in the history of auto racing. J. Heitmann will work with P. Yongue on ways to promote that within SAH.

#### **Archives Committee Report:**

by Kit Foster.  
As directed by the board, the archives memo was posted at AutoHistory.org with the launch of the new website. The purpose of the archives memo is to give people advice on how to handle automotive history items when estates, in particular, need to be settled and liquidated.

#### **Nominating Committee:**

The Nominating Committee is a presidential appointment. President Leighton will appoint the committee. S. Davis, as Immediate Past President, was appointed Chair of the Nominating Committee. President Leighton asked that suggestions for nominees be forwarded to S. Davis.

#### **Awards Committees:**

Brigham Committee: No report at this time.

Benz Award: report by Don Keefe.  
Two nominations for the Benz Award have been received so far with at least six more on their way and expected.

Cugnot Award (English): report by D. Leighton. Leighton has agreed to continue as Chair of the Cugnot (English) Committee for this year. The Cugnot Committee is working well and comes to a consensus quite readily.

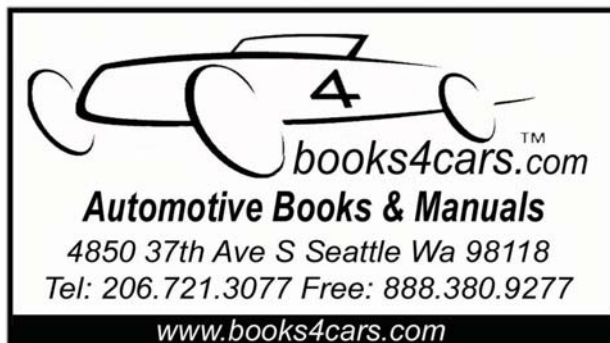
S. Lyman pointed out that having academic members on the Cugnot Committee is important to building credibility for the award.

Cugnot Award (Language Other Than English): No report at this time. There followed a brief general discussion about whether books on motorcycles are ever received as nominations for the Cugnot Award. Several directors mentioned there may be opportunities for SAH in extending its activities to include motorcycle history. D. Leighton and J. Heitmann agreed to investigate the possibility of contacting motorcycle groups to determine whether this would be an appropriate area for expansion of the SAH.

Bradley Award: report by J. Endelman.

The Committee has been refreshed with the appointment of Ed Garten and Mark Patrick to it. The nomination form is on the SAH website and notices of the award are forthcoming in the *SAH Journal* and SAHB newsletter, on Autohistory.org, and the SAHB website. Applications are due by August 1, 2012.

Scharchburg Award: report by J. Heitmann. A mass snail mail was not sent out this year as had been the custom in past years. Rather, the Scharchburg Award has been publicized in the the *SAH Journal*, SAH website, the SHOT website, the H-Net Business and SCI-TECH-MED List Serv. Reminder notices will be sent to all of those websites and direct emails will be made to folks who have students write auto history papers on a regular basis. President Leighton asked if there is a problem with undergraduate students not having a chance to win because papers are submitted by graduate students. J. Heitmann responded that in the past few years there have been a couple of papers by undergraduate students that won even though graduate student papers had been submitted.



# SAH Business

## Publications Committee Report:

K. Foster reported that *AHR* issue no. 53 is out and issue 54 will be out this spring and will try to have some papers from the 9th Biennial Conference in it. Attempt will be made to get back to having two issues of *Automotive History Review* per year, but it depends on receiving articles to publish. J. Endelman asked if the manuscripts are sent to readers. K. Foster replied that it depends on the topic – the papers are sent to persons with knowledge in the field.

T. Jakups reported that *Rubén Verdés* will be taking over as editor of the the *SAH Journal* this summer.

K. Foster stated that establishing a real schedule for the *Journal* is important because it carries the business of the SAH. J. Heitmann stated that more historical content is needed in the *Journal*, even in short articles. President Leighton stated that Rubén Verdés may be aware of these needs because of his experience in editing Rolls-Royce Club newsletters.

The website situation was reported on by T. Jakups. *David Duricy* has resigned as web master. Mark Patrick has been appointed interim web master.

There followed an extensive discussion about concerns that the directors have regarding the development of the website and the relationship with Adago as developer of the web site. M. Patrick said there is need to obtain statistics regarding the use of the website and recommended that Google Analytics be used to obtain these data.

P. Lashbrook moved and J. Endelman seconded the following resolution: Mark Patrick, as Interim Web master for the Society of Automotive Historians be and hereby is authorized to create a Google Analytics account for the purpose of obtaining needed statistics on the usage of the Society of Automotive historians web site. Motion passed without dissent.

M. Patrick suggested that SAH members with extensive collections of automotive history items be solicited to share parts of the collections on the web site. Also, people need to be encouraged to submit news of interest to automotive historians. An announcement will be placed on the web site to encourage these submissions.

After discussion and by consensus of the Board, President Leighton was directed and agreed to appoint a committee consisting of T. Jakups, J. Heitmann, and J. Endelman (and working with editors of the *Journal* and *AHR* to coordinate materials among the media) to guide the direction of the web site development.

The committee is directed to consider alternatives regarding the development of the web site and to report in a timely manner to the Executive Committee of the Board which will then make an appropriate recommendation to the whole Board regarding the direction, relationships, and policies for the web site. An electronic meeting of the Board will then be convened to consider the appropriate direction, policies, and relationships for the ongoing development of the web site.

At the noon hour, the Board took a break for lunch. The meeting reconvened at 1:10 pm.

## Silent Auction Report:

K. Foster reported that Leroy and Cora Cole are working on the Silent Auction for this year. The Coles have indicated this will be the last year they will be able to conduct the Silent Auction.

## Chapter and Sections Report:

by Tom Jakups.

The Leland Chapter is functioning and will have its next meeting on April 28, 2012.

The Wisconsin Chapter has had an issue with some chapter members not being members of the SAH. Tom Jakups will be working with them to resolve this problem. P. Bisson noted that local chapters are dependent on local leadership. The Leland Chapter is alive and well because of strong leadership.

T. Jakups and K. Foster noted that the Southern California Chapter has had leadership problems.

K. Foster reported that the SAHB Chapter has two seminars per year plus other events and has a quarterly publication. He noted that the SAHB likes to hear from SAH and would like to see our officers at their events more often. President Leighton stated he will be in England this summer and will be contacting the SAHB officers to arrange a meeting.

The International Motorsports History Section now has a presence on the SAH web site. P. Yongue reports that a sample of a more complete website, designed by a team at the University of Houston, will be shown at the Section meeting at the 9th Biennial Automotive History Conference. That meeting will be at 7:30 pm on Friday, April 13, 2012. The next project is development of by-laws for the Section.

## Euromeeting Report:

by Kit Foster.

The 17th annual SAH European Dinner and Meeting was held Thursday, February 2, 2012 at the Automobile Club de France in Paris. More than 40 members and guests attended, and awards were presented to authors and publishers of the Other-than-English Cugnot Award winner and two Awards of Distinction. In addition, the James J. Bradley Distinguished Service Award was presented as well as the author award for the English-language Award of Distinction book.

## Hershey Banquet Report:

by John Marino.

The annual meeting and banquet of the SAH will be held at the Hershey Country Club (HCC) on Friday, October 12, 2012 with Registration at 5:00 pm, a Social Hour from 6:00 pm to 7:00 pm, and Dinner and a program to begin at 7:00 pm. The Board will meet on Thursday, October 11, 2012 at 6:00 pm. It is anticipated the annual dinner buffet will cost about \$33 per person. The light buffet



dinner for the Board meeting will cost about \$26 per person. Consensus of the Board is to keep the menu for the dinner basically the same.

The consensus of the Board is to have a keynote speaker. Suggestions for a speaker need to be forwarded to President Leighton by May 1, 2012.

### Conference Report:

by *Arthur Jones*.

The 2012 Ninth Biennial Automotive history Conference has attracted a broad group of seventeen presenters including six from overseas in reflection of its global theme. Overall attendance of approximately 45 remains at previous years' levels. The committee has gained important experience in organizing the event, the Society's first to be conducted under its sole sponsorship. A final report will be submitted separately to the Board when all information is available.

By consensus the Board wishes to extend its deep appreciation to the Conference Committee and Arthur Jones for the organization of remarkable and quality conference. A round of applause was given to Arthur Jones and the Committee.

### Hershey Hospitality Tent Report:

by Paul Lashbrook.

The Hershey 2011 SAH Tent provided hospitality and refreshments to many friends and members of the SAH. A very successful book signing event with fourteen authors provided great publicity for the Society and was well received. P. Lashbrook, as Chair of the committee, will make inquiries about the possibility of another book signing at the tent in 2012.

The SAH particularly thanks *Kirk Gibson* for his generous service by providing transportation and storage of the tent material.

Total cost of the Hershey hospitality tent for 2011 was \$1,820.43. The Tent Committee has been under budget for at least the past 13 years. P. Lashbrook, as Chair of the Hershey Tent Committee looks forward to full participation in the next hospitality tent at Hershey in October 2012.

S. Lyman suggested that if not many authors can be found who are willing to have a book signing at the tent this year, perhaps other clubs, such a marquee clubs, could be invited to have some time at the tent which would give them added exposure.

### Old Business:

K. Foster had circulated a message via e-mail to the Board prior to the meeting reminding the Board that at the October 2011 Board meeting he mentioned that the bulk of the residue of the *Taylor Vinson* automotive history collection is presently in his (Foster's) garage.

A decision needs to be made on its disposal. Considerable discussion ensued via e-mail and then at this meeting regarding the proper disposal of the remaining parts of the Vinson collection which consists mostly of items that are duplicates of items not desired by the Hagley Museum and Library to which the collection had been given in the Vinson Trust Agreement (with duplicates to be distributed to the SAH for purposes of sale).

K. Foster, upon inquiry, stated that it is necessary to remove these items from his garage by June 1, 2012 because he needs the space for personal items.

K. Foster noted that there does not appear to be a strong market for much of the residue of the collection because it consists primarily of post-1970 materials. About \$400 of material was sold at Hershey in 2010 but only about \$20 at Hershey in 2011. However, the amount of material in the collection is considerable and occupies a space three feet wide by three feet high, by seven feet long and consists of about 36 boxes. The materials are not inventoried.

After lengthy discussion about possible alternatives for disposing of the remainder of the Vinson automotive literature collection, M. Patrick moved and J. Endelman seconded the following motion: Resolved that the Society of Automotive Historians advertise the remainder of the Taylor Vinson Collection of Automotive Literature as open to offers on the entire collection, on an "as-is, where-is" basis with buyer to remove at buyer's expense no later than June 1, 2012. Motion carried with 9 votes for and 1 vote against.

M. Patrick will advertise the collection on the SAH web site. M. Patrick and K. Foster will put together a brief description of the collection for the web site. Offers will be directed to Treasurer P. Bisson. Ads also will be run on other web sites such as Hemmings, Facebook, etc.

### New Business:

There was no New Business brought before the meeting.

### Announcements:

Treasurer P. Bisson announced that extra copies of the SAH Directory are available for anyone who wishes one.

There being no further business to come before the meeting, J. Heitmann moved that the meeting be adjourned. The motion carried without dissent.

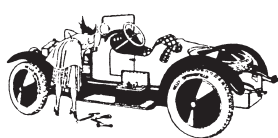
Meeting adjourned at 2:53 pm.

Respectfully Submitted,  
Robert R. Ebert,  
Secretary.

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## Book & Media Reviews

A quick glance at the publisher information makes clear that not all of these books are brand new. Yet, despite the fact that each presents heretofore-unpublished historical material significant to automotive historians, before now all have somehow fallen beneath the radar of *SAH Journal* reviewers.

Although the books are by several different authors, all share the curiosity and subsequent scholarship of Frederic A. Sharf as is explained in the opening essay of *Future Retro: Drawings from the Great Age of American Automobiles*, the first book published. In addition, this book concludes with two heretofore unpublished monographs written during the late 1940s by stylist/designer/educator Richard Arbib. Between the opening essay and the monographs are design artworks from 25 stylists (per the subtitle) with most of these never previously published.

Four of the books focus exclusively on four designers, one book each, of whom three have died; Richard Arbib 1917-1995, Theodore Pietsch II 1912-1993, and Carl Renner 1923-2001.

Renner spent his entire career in the employ of one company, not so the others. Thus each generously illustrated book contains insights and images specific to time, place and person.

Richard Arbib's interests were clear from a very young age and he was fortunate enough to live near "objects of his affection," namely planes, boats and automobiles. Another plus, his father could afford to send him to Pratt Institute. After graduating, Arbib went to work for General Motors but resigned as war broke out to design for Republic Aircraft. When peace returned Arbib was hired to head Harley Earl's personal design company's school; the Harley Earl Corporation's Detroit Institute of Automotive Styling. Both were Earl's own, separate ventures, unrelated to GM. Four years later Arbib moved to New York City

**10** SAH Journal No. 256 Electronic Edition



### *Studebaker's Last Dance, The Avanti*

By Andrew Beckman; Publisher: MFA/Sharf, 2012, in conjunction w/Studebaker National Museum; 64 pages, hardbound 11.25" x 8.75" landscape, 76 b/w, 43 color photos; ISBN: 978-0-939573-2-4; \$24.95; [www.StudebakerMuseum.org](http://www.StudebakerMuseum.org) 888-391-5600

### *Carl Renner: 1950s GM Dream Car Creator*

By Frederic A. Sharf; Publisher: MFA/Sharf, 2011, in conjunction w/Larz Anderson; 64 pages, hardbound 11.25" x 8.75" landscape, 6 b/w, 63 color photos; ISBN: 978-0-9818865-9-6; \$24.95

### *Theodore W Pietsch II (1912-1993): and the Development of Automobile Design in the Golden Age*

By Theodore W Pietsch III; Publisher: MFA/Sharf, 2010; 80 pages, hardbound 11.25" x 8.75" landscape, 31 b/w, 53 color photos plus index and bibliography; ISBN: 978-0-9818865-5-8; \$24.95

### *Fisher Body Craftsman's Guild (1930-1968)*

By John L. Jacobson, Ron Will; Publisher: MFA/Sharf, 2008; 64 pages, softbound 11" x 8.5" portrait, 1 b/w, 107 color photos; ISBN: 978-0-9818865-2-7; \$19.95

to establish his own independent design consultancy. Included in the narrative are insights into Arbib's personality and private life and his illustrations demonstrate the broad range of his designs.

Ted Pietsch's skills and talents were always in demand. He never lacked for employment though you might not understand that from the list of companies he worked for over his nearly 40-year design career: Chrysler, Hud-

### *Harry Bentley Bradley: American Automotive Design Innovator*

By Frederic A. Sharf; Publisher: MFA/Sharf, 2008; 64 pages, hardbound 11.25" x 8.75" landscape, 12 b/w, 51 color photos; ISBN: 978-0-9818865-0-3; \$24.95

### *American Automobile Art, 1945-1970: Drawings from the Great Age of American Car Design*

By Frederic A. Sharf; Publisher: MFA/Sharf, 2007; 80 pages, softbound portrait, ISBN: 978-1-882266-19-7.

### *Richard Arbib: Visionary American Designer*

By Frederic A. Sharf; Publisher: MFA/Sharf, 2006; 80 pages, hardbound 11.25" x 8.75" landscape, 6 b/w, 49 color photos; ISBN: 1-882266-16-1; \$29.95

### *Future Retro: Drawings from the Great Age of American Automobiles*

By Frederic A. Sharf; Publisher: MFA/Sharf, 2005; 80 pages, softbound 10.5" x 8" landscape, 1 b/w 54 color photos; ISBN: 87846-689-4; \$19.95

### *The Studebaker National Museum...Over a Century on Wheels*

By Andrew Beckman; Publisher: M. T. Publishing Company, Inc, 2008; 160 pages, hardbound 11" x 8.75" landscape, 201 b/w 169 color photos; ISBN: 978-1-934729-02-1; [www.StudebakerMuseum.org](http://www.StudebakerMuseum.org) 888-391-5600.

son, Briggs, Ford, Chrysler again, then Loewy/Studebaker/Packard, then Chrysler yet again, and finally AMC, in that order. His life is recounted by his son, Ted III, drawing on his own first person knowledge as well as files of notes, correspondence and writings his father had retained over the decades which he augmented, supporting and fact checking, utilizing a myriad of sources as delineated in the back-of-the-book References. The narrative is gener-

ously illustrated with design drawings and family photos. Looking back over it all in 1980, Pietsch described his career, which certainly never lacked for variety, with, "It was often traumatic, but turned out nevertheless to be a wonderful life."

Carl Renner was four when his family moved from Germany to Detroit. Encouraged by his artistically-inclined tool-and-die maker father, Carl had developed a substantial portfolio by the time he graduated from an area technical school. Thinking he wanted to try some industry other than autos, Carl interviewed with and was hired by Disney. But after two years as a cartoon animator, Renner returned to Detroit and soon found himself a new hire in GM Styling, where he would work contentedly for the rest of his career. His design drawings are a peek at the thinking and conceptualizing inside the various divisions of GM.

Harry Bentley Bradley, retired from actively designing, took a somewhat different career path. After attaining three degrees from three different institutions including Pratt Institute and Stanford University, and less than half-a-dozen years with GM, Harry

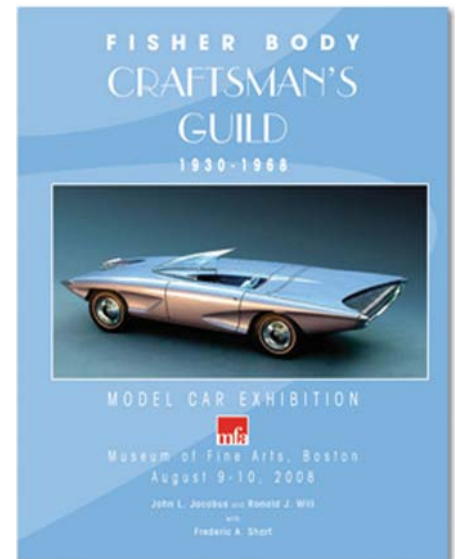
answered an advertisement. Mattel hired him and though he didn't remain there long, it was time enough to create for them the designs that launched Hot Wheels toys. Bradley went on to consult for a wide variety of clients, including Oscar Mayer for which he designed the second-generation Wienermobile. He also shared his design philosophies with students at Art Center College of Design, instructing there for 35 years. Thanks to his careful habits, always dating drawings and maintaining his sketchbooks, this book about the man and his work is also a reflection of trends of the 1960s through the 1990s.

It was the newest book, *Studebaker's Last Dance: The Avanti*, that led to your reviewer discovering the others. As you may be aware, numerous Avanti histories have been published. So why this one and why now? Avanti enthusiasts are observing the 50th anniversary of the introduction of the car with a car show /celebration in South Bend, Indiana, also home of the Studebaker National Museum. And the author of this book, Andrew Beckman, is that museum's archivist. So while there is little brand new in this particular Avanti history, it is

illustrated with the finest images from the museum's archives, some not previously published. The same holds true for a prior Beckman-authored book which deserves honorable mention here. That book is titled *The Studebaker National Museum... Over a Century on Wheels*. Historians engaged in these areas of automotive history should be aware of these two books simply because of the original images each presents. The images came from this museum's archives and were carefully authenticated and documented by its trained archivist who is dedicated to furthering the body of knowledge.

Lastly, you've likely noticed there is another book listed in the resources not yet described. The *Fisher Body Craftsman's Guild (1930-1968)* is a photo book. The images are all of the models displayed at an exhibition that was mounted for a short time, only two days, in the Museum of Fine Arts, Boston.

—Helen Hutchings



Clarification: There are three books currently available covering this subject:  
 - *Fisher Body Craftsman's Guild (1930-1968)*, above.  
 - *The Fisher Body Craftsman's Guild*, published 2005,  
 - *Inside The Fisher Body Craftsman's Guild: Contestants Recall the Great General Motors Talent Search*, published 2012.  
 —Ed.

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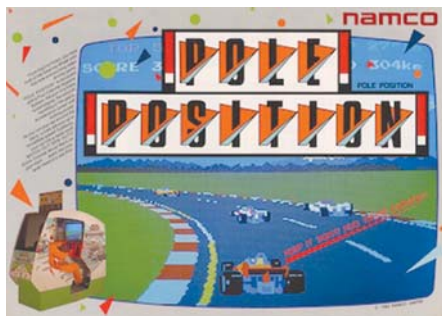
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# Editorial

## These Kids Today

The SAH is continuously concerned about attracting younger members. A big part of being historians is mentoring the younger generation, letting them know why history matters. The younger generation in turn can remind us why recent trends are worthy of study. When I joined the Society nearly twenty years ago, I was one of those “younger” members at age 29. Today, at 48 years of age, I was surprised recently to hear parents of high school students doing the “When I was your age we had real video games like Space Invaders and PacMan...” speech. The implication being that video games were more like animated board games, rather than an immersive video experience.

The earliest generations of automotive video games were limited by the available technology, and gameplay took place using rudimentary pixelated shapes on a black background. Nevertheless, arcade-style games became quite popular by the late 1970s. Arcade and home consoles became more and more sophisticated with controls keyed to the nature of gameplay, such as a steering wheel for auto racing games. In the case of driving games, the player could race against the clock, against other computer-generated cars, against other players by turn, or against other players simultaneously.



1982 *Pole Position* flyer, above, showing the third-person perspective point of view and scrolling backgrounds. Vehicles were creations of fantasy, but the track was based on reality. Image from jtalledo.

In terms of appearance, the player’s point of view evolved from a static, overhead view of abstract cars to a scrolling background, then made a leap to rudimentary third-person perspective behind the car and finally to a first-person fully animated perspective at the wheel. A game titled *Speed Race* from the early 1970s featured varying difficulty levels, while the 1982 title *Pole Position* was based on a real racing circuit, with players having to complete a time trial before racing.

The 1994 *Cruis’n* series began with a Cannonball Run type race as *Cruis’n America*. Later, licensed likenesses of actual cars appeared for the *Cruis’n Exotica* game where players could drive a Plymouth Prowler, Corvette C5, Ford Mustang SVT Cobra, Jeep Wrangler or Hummer. The game itself had races occurring in Las Vegas, Hong Kong, India and the Sahara Desert among other locations. Further game levels were suitably wacky with races in Tibet, in the Amazon basin among dinosaurs, underwater in Atlantis, or on the surface of Mars.

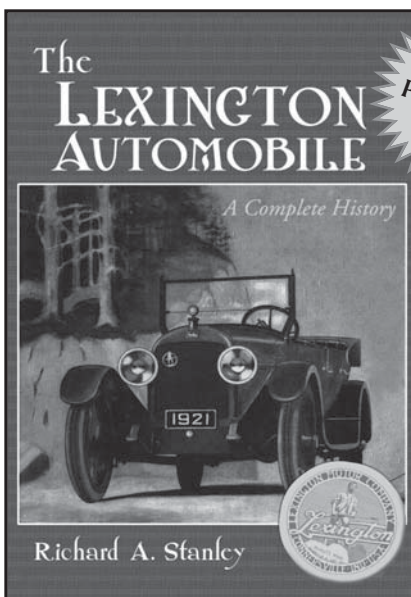
The *Gran Turismo* title introduced in 1997 used likenesses of actual cars,



*Full Throttle* screen capture, above. Motorcycle was based on fantasy.



*Cruis’n Exotica* arcade cabinet, above, with steering wheel, seat and pedals. Illustrations on the sides include the Plymouth Prowler. Screen shot, below, showing the Amazon basin game level with dinosaurs.



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including sound sampling. Due to the evolution of graphics technology, the cars, backgrounds, sky and sunlight looked much more realistic, rather than cartoonish. *Gran Turismo* was meant to mimic the performance characteristics of the actual cars. *Gran Turismo* became highly popular, being one of the highest-selling Playstation games with over 61 million units sold.

*Gran Turismo 5 Prologue*, introduced in early 2008, featured a realistic in-car point of view with working instruments and rear-view mirrors. By the third revision, a new vehicle appeared, the "GTbyCitröen." This may have marked the first time a video game vehicle has crossed from virtual reality to regular reality.

Citröen has always been a master of publicity, including early skywriting and the famously corporate-sponsored pre-war Eiffel Tower light displays. The automaker worked with Polyphony Digital, the game designers, to bring the GTbyCitröen to life as a concept car. In the game, the car is powered by a fuel-cell electric power train. Kazunori Yamauchi, the creator of *Gran Turismo*, claimed he could not wait to drive the actual car on a track.



2008 "GTbyCitröen" concept car while under construction. Based on a virtual vehicle from the game *Gran Turismo 5*, the car was fitted with a full interior and seats for demonstration purposes. Length: 4960mm (195.2 inches), width 2080mm (81.9 inches) and height of 1090mm (42.9 inches.) Wheels are diamond-effect 21-inch units. Images: Citroën Presse.



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## Editorial

By 2012, automotive-themed driving and racing games have become ubiquitous. Players can drive monster trucks, NASCAR cars, Motocross cycles, vehicular characters from the *Cars* film franchise, European semis and busses, etc.

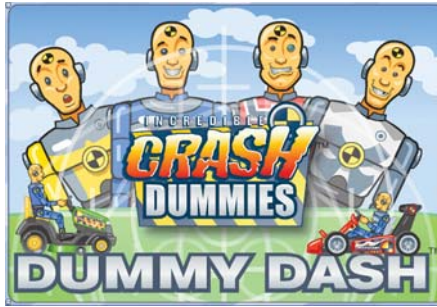
Players can get involved in all manner of activities from in-earnest driving simulations like *Euro Truck Simulator* to the mayhem of destruction derby racing. There is also the infamous *Grand Theft Auto* series, a first-person shooter adventure game.

It seems every generation laments the state of “these kids today” implying that young people will become a lost generation due to the insidious effects of video games, or hip-hop, or heavy metal music, hot rodding, rock-n-roll, comic books or association with the flaming youth, flappers and sheikhs. Perhaps the console gaming generation will lament the fate of the iPad generation, and so on.

—A. Meyer



*Euro Truck Simulator*, above, is a straightforward driving simulation including realistic city streets, traffic, and scheduling. *Hot Wheels Dummy Dash*, below, involves getting crash test dummies home in one piece after work.



Thrustmaster Ferrari F1 Wheel Integral T500 controller for Playstation, between \$600-\$700, above. The product is officially licensed by Ferrari.

## In Conclusion

I would like to thank the Society for the opportunity to address the members as *SAH Journal* Editor these past years. In particular I must thank current and former officers and directors *Darwyn Lumley*, *Kit Foster*, the late *Taylor Vinson*, *Tom Jakups*, *Susan Davis*, and *Douglas Leighton* for the equanimity to see my term through some extraordinarily turbulent times, both for the Society and the global economy.

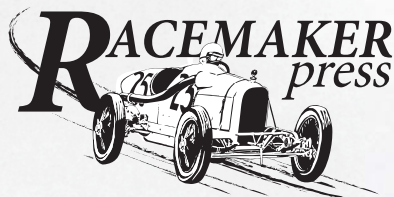
Automotive history is everywhere we look, and it is up to us to recognize it, document it, preserve it, and pass it on to succeeding generations.

Thanks again.

—A. Meyer



Automotive history everywhere, above. Vehicles parked in front of a small-town post office in December, 2011. Vehicles are the Saturn Sky, Go-Four, Nissan Versa, and Toyota Prius, first generation. I will leave it to succeeding generations to discover how these vehicles are important.



# Frank Lockhart

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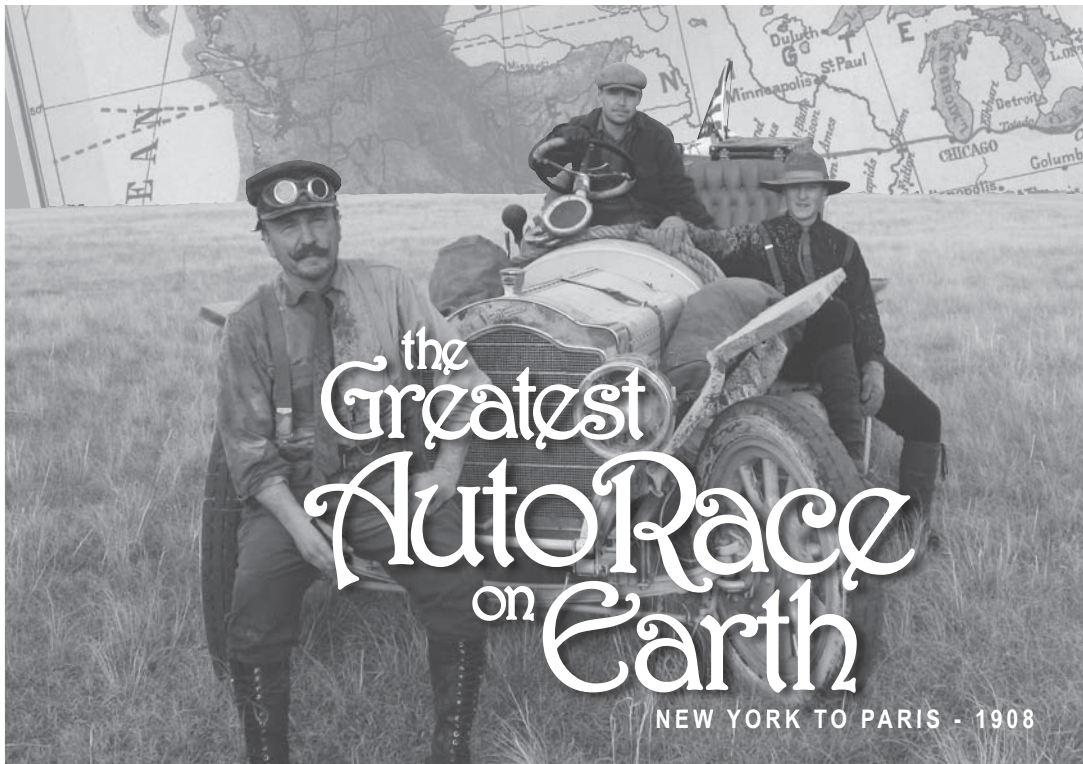
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## What Is It?



*Flxible Visicoach, **above**, pictured at the Fresno Air Terminal (FAT) in California, 1979. This bus was in Coal-  
inga Transit (California) livery, and equipped with air conditioning, which is essential in the hundred-degree  
summer heat of California's San Joaquin Valley. In this case the route was approximately 70 miles one  
way. The streamlined Flxible Clipper-style inter-city coach was desirable for airport duty due to several  
features of its design. Flxible Clippers had a dedicated baggage room at the rear of the coach, enclosed  
by a bulkhead just behind the rear axle. A side door on the curb side gave lockable access to the space.  
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incorporated an air scoop on the coach roof and a large radiator located above the powerplant. A smaller  
compartment at the left rear enclosed the air conditioning chiller plant, with three expanded-metal grilles  
to admit air. A trademark of all Flxible's rear-engine streamlined coaches was the total lack of windows in  
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