

# SAH Journal

0.24 ROAD  
265 MILES OF RANGE  
17" ALL-ELECTRIC  
0-60 IN 4.2 SECONDS  
265 MILES OF RANGE  
TECHNOLOGY



ISSUE 268  
MAY / JUNE 2014

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## Billboard

**Awards:** Each year, the Society recognizes significant contributions to the publishing, documentation, and preservation of the worldwide history of the motor vehicle. Awards are given for publishing in print (books, articles and magazines) and non-print media (film, video, audio, websites, etc.).

In addition, awards are made for papers authored by undergraduate and graduate-level students at educational institutions.

Service awards are presented for the preservation of archives and for exemplary service to the cause of automotive history. Nominations are received in the spring of each year and awards are presented at the Society's annual meeting, held during October. For details and deadlines, please go to the website, [autohistory.org](http://autohistory.org), and click on the "Awards" tab.

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### Submission Deadlines:

Deadline:	12/1	2/1	4/1	6/1	8/1	10/1
Issue:	Jan/Feb	Mar/Apr	May/Jun	Jul/Aug	Sep/Oct	Nov/Dec
Mailed:	1/31	3/31	5/31	7/31	9/30	11/30

**Note:** the SAH Journal is a bimonthly publication (printed 6 times a year) and there is a two-month horizon for submitted material before it is mailed (e.g., material submitted by February 1st appears in the Mar/Apr issue and is mailed on or before 3/31.) All letters, manuscripts, and advertisement submissions and inquiries go to the editor.

**Cover:** A bare chassis with its twin electric motors in view at the Tesla stand during the 2014 North American International Auto Show in Detroit. Note the person pointing on the left holding Tesla's hand-out show bag that promotes all the features of the Model S: all electric; 265 miles of range; 0.24 drag coefficient; 0-60 in 4.2 seconds; 0 emissions, seats up to 7; 31.6 cubic feet of storage; 17" touch screen; Supercharger network.

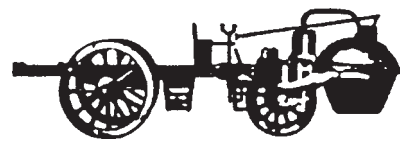
**Back Cover:** 1912 Rauch & Lang town car from the JWR Automobile Museum (Frackville, Pennsylvania) during *The Elegance at Hershey* concours, June 2013. The Ohio company started building carriages in 1853 and its first electric in 1895. The instrumentation was modest; here's a close-up of the only gauge measuring volts and amperes. This car once belonged to Thomas Edison. Jack Rich purchased it in 2004.



# SAH Journal

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THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.  
An Affiliate of the American Historical Association



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## President's Perspective



Spring is here and so is driving season! After a long winter, I was reminded again of the joys of driving on the open road when I recently by-passed a construction jam on I-75 north of Knoxville, Tennessee. Taking TN-63, I experienced the spring colors and smells, and the narrow and winding road that was located beside a fast moving stream. As I traversed the uneven pavement and crossed the old, deteriorating bridges, the drive took me back in time while reinvigorating my being. I trust that all of you get on the open road soon, and spiritedly enjoy the things that we love, our automobiles.

Thanks to *Arthur Jones*'s efforts, our recent Biennial Automotive History Conference was a decided success. Held at Revs (Research in the Evolution of Vehicle Systems) Stanford, the setting could not have been better, as we experienced a peek into the future of automobility. Presenters came from Great Britain, Germany, Denmark, and the U.S., and included university faculty, SAH members, and graduate students working on their doctoral dissertations. Dr. Rudi Volti provided a perceptive wrap-up to two days of scholarship and fellowship, an intoxicating two days for many who normally work alone in their areas of interest. I urge all of you to take advantage of this event in the future, as it forces us to think broadly about what we are reading, researching, and writing. Our next conference is slated for 2016, and I hope to see you at what has become our Society's marquee gathering.

As customary, the Board met the day before the conference, and we tackled a number of pressing issues. We are under no illusion that the business of the Society can be conducted as usual. And we are moving quickly to correct matters related to publications, the website, membership recruitment, and the speed of response to your queries.

To begin with, we are committed to providing the membership with timely publications, and have made this objective a high prior-

ity during the months ahead. As you may have noticed, and thanks to editor *Rubén Verdés*, the *SAH Journal* has caught up after a quiet period in which considerable reorganization took place. The *Journal* has come a long way from its days as a mimeographed letter, as its design format is now reflective of the 21st century. Content, however, is always a challenge, and thus again I ask all of you to contribute in terms of letters, shorter essays, controversial questions, criticisms directed to the Society's President, whatever is related to the history of the automobile! The *Journal* is a perfect place to advertise your publications and auto history related business as well. This opportunity also defrays our cost in giving you the best possible material that caters to your automobile history interests.

Additionally, you should have recently received your copy of the *Automotive History Review*. This issue was particularly impressive in terms of quality. Note that the Review contains material that you will find in no other publication, and thus has a significant and important niche. As I write this, editor *Kit Foster* is working on the next issue, which hopefully will be forthcoming at the time of our fall meeting held at Hershey.

A second major challenge that must be dealt with in the near future centers on taking our website to the next level of sophistication and user-friendliness. At the Board meeting we appointed a task force to add flash, content and ease of use to this most important means of connecting with both members and prospective members. Since we are a totally volunteer organization, we were caught in a classic case of the need to respond to rapid technological change. It has taken time for us to adjust to a new set of demands placed upon us. *Louis Fourie*, *Ed Garten*, *Chris Ritter* and *John Marino* are now addressing the deficiencies of our current website, and I hope I can report in my next message that their mission has been accomplished and folks can log in to the members section without experiencing unnecessary frustration!

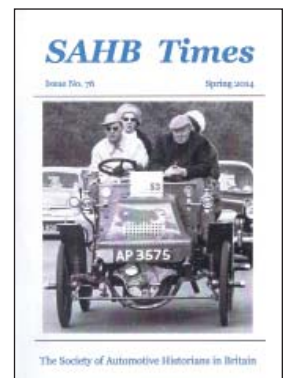
We left our Board meeting with a guarded optimism concerning the future of automotive history and our Society's role in promoting and disseminating it. In reading over our membership directory (and we are in discussions about producing a current edition), I am so impressed with the incredible personal accomplishments and diversity of our membership. But we need you to step forward! Send me an email at [Jheitmann1@udayton.edu](mailto:Jheitmann1@udayton.edu) about your interests, work, and what you would like to see in our publications. Make the pilgrimage to Hershey this fall and take advantage of our hospitality tent and book signing, the fruit of *Paul Lashbrook's* considerable efforts. Reach out to young people in the auto hobby and have them take a look at what we do and offer. After all, you are the Society and we are as alive as you are active.

—John A. Heitmann

### Billboard *continued from page 2*

**2013 Golden Quill Award:** the *SAH Journal* was honored with *Old Cars Weekly's* 2013 Golden Quill Award in the category of Museums and Associations. Searching through past issues, it appears that through its history, the *SAH Journal* has received this honor on nine occasions. Then, as now, this honor belongs to our contributors—all of whom earned this award for the Society of Automotive Historians.

**SAHB:** in the spring edition (No. 76) of the Society of Automotive Historians in Britain's *SAHB Times*, *James Hale* concludes his look at the dune buggy. For a deeper look, see his newly revised book: **The Dune Buggy Handbook: The A-Z of VW-based Buggies Since 1965** (ISBN: 978-1845843786 softcover, 208 pages, 671 color and b/w images, 9.9" x 8.2" £25/\$39.95). Also, in **The Napier Motoring Archive**, *Malcolm Jeal* writes about the fate of those records after Napier's aero-engine operations was acquired in 1961 by their long-time rival, Rolls-Royce. A story made all the more complicated by the fact that records were split and the "spoils" included a 40-50 Napier.



# THE FUTURE OF THE ELECTRIC AUTOMOBILE

By F. A. BABCOCK

THAT the electric automobile today is a success, and that it is beyond the experimental stage, is not denied by any one. Its use is fast becoming general, and it will be with us many years hence. Whatever changes may be made in it henceforth will be in the line of improvements rather than developments.

A short time ago the "hundred miles on one charge of battery" goal seemed almost unattainable. Now we have cars that can make 100 miles, and more, on one charge of the battery. That distance is much more than the ordinary man or woman wishes to ride, day after day. So far as range of service is concerned, the electric automobile has already attained the desired limit. In fact, the electric automobile comes up to all the requirements of a vehicle for city and suburban use. That in itself makes its future certain.

But there are other considerations that go to make the future success of the electric a certainty, and indicate that it will become more and more an important factor in the business and social world.

To the business man, the automobile, especially the type adapted to carrying only two persons, is becoming each day more necessary. It is indispensable, almost, to the man whose affairs are such as to require that he do considerable riding around. Business men of this class are finding that the electric meets their needs admirably, because of the ease with which it is operated and also (and this is no small consideration to the man who has many things on his mind) because there are no complicated mechanical parts that require constant thought. Here in Buffalo we have many business men who have their gasoline touring car for long distance or family outings, but who use their electric all day in their business. The number of these men is increasing and will increase.

Another fact that indicates the permanent success of the electric automobile, is that women are enthusiastic over it. It appeals to them for many reasons. It is stylish and neat. The control is so simple that there

can be no excuse for nervousness or fear. The fact that there are no complicated parts and no danger appeals to them even more than to the men. Besides these, there is always that one great reason for the popularity of the electric with the women—freedom from dirt and grease, and the fact that the daintiest and lightest of gowns may be worn while riding in one without fear of their getting soiled.

Because of these facts, the electric automobile has attained a degree of popularity with the public that makes certain continuous success. In addition is the great consideration of expense, or rather lack of expense, in the maintenance of an electric.

Therefore, in the electric automobile of today, we have a car that is meeting all the requirements of city and suburban service, presents practically no chance for accident, can be operated and controlled by any one more than ten years of age, and is maintained at a minimum expense; and any automobile of which the above can be said is sure of public approval.

*Editor's Note: It is often said that we should concern ourselves with learning from history. The article above, "The Future of the Electric Automobile" by F.A. Babcock, was published in the October 1907 issue of The Motor Way. The Babcock Electric Carriage Company was located in Buffalo, New York. On the one hand, it may be no surprise that Mr. Babcock would have an optimistic perspective on the electric car, but on the other hand, as a businessman he also had to merge realistic business factors to create his manufacturing concern. I thought it would be interesting to revisit his perspective, informed by more than a century of events, now culminating in various "strong showings" in the electric market, such as the success of Tesla. I asked SAH member Gijs Mom, author of the 2005 Cugnot Award winning book The Electric Vehicle: Technology and Expectations in the Automobile Age (ISBN: 978-1421409702), to provide that perspective. In addition to his cautionary perspective, I hope you find his approach as entertainingly clever as I did.*

Dear Mr. Babcock,

You may be surprised to receive a response from the future to your article on the imminent promise of the electric vehicle—perhaps as surprised as I am to be able to deliver it to you. Responding as a historian of the electric vehicle living more than a century later (and author of an academic study of its history) I'm afraid I have some bad news to report: we are still primarily wedded to internal combustion. Meanwhile, we are in the midst of the fifth or sixth

wave of the electric's promise, accompanied each time by optimists' prophecies, all of whom were as certain as you that the electric was beyond its experimental stage. Today, we are living in an age of experts—in every country many of these experts now express the same certainty you do in connection with a new car: the *Tesla* (a relatively new car and new company by the same name exclusively devoted to manufacturing electric cars). These experts announce: at last, this car will overcome the disadvantages of previous efforts.

My book on the subject of the electric vehicle published in 2004 was followed by innumerable lectures in various countries. Before audiences of engineers (like myself) and social scientists and historians (likewise), I would pose this question: *why would the electric vehicle's success happen now and not during the previous waves of enthusiasm?* One factor has been a constant: I have cited people like you, Mr. Babcock, to show, side-by-side, the history of the electric vehicle and its failure to be introduced as an alternative to the gasoline car, along with the parallel history of the enthusiasm and certainty heralded about its bright future. This was a powerful factor informing the conclusion in my book—that the electric vehicle functioned as a *Car of Tomorrow*, triggering innovation in the mainstream technology (the gas car) rather than enabling its eventual introduction and pervasiveness in the marketplace. The electric has forced the gas car to become civilized, such that every time people have moved towards becoming seduced to seriously consider buying one, they've concluded that they might as well stick to the existing petrol technology, because the electric's advantages have not been

compelling enough to eclipse the support petrol has in our industry, economy, culture and infrastructure.

I do not know if you would feel as shocked by my question “why now, when it didn’t work before?” as the engineers in my audiences often are. If you are more like one of these advertising agency men who were hired to write what we now call “advertorials” you won’t be surprised: it would be your job to be optimistic and persuasive to trigger sales. As I note that you’re located in Buffalo (place of a very active and leading utility in a state that will soon see the founding of the Electric Vehicle Association of America EVAA; okay I won’t disclose this to your colleagues, yet), and not Chicago (where the main advertising agencies for the electric vehicle were located) I can only observe how your set of arguments will soon be adopted by the publicity guys—unfortunately, to no avail. You and your fellow electric manufacturers, decisively supported by the EVAA, did an impressive job: the number of passenger electrics will grow during your coming decade to an impressive 30,000 and the number of electric trucks to 10,000, but it will not be enough, considering the many millions of gas cars that will be around. Within the next decade of the 1920s this first wave will have subsided, and the upcoming world war will have helped its demise, as the military has never embraced the electric car.

The certainty of your article leads me to surmise that all the revelations above have shocked you, as I believe your colleagues that come after you will be shocked as well. If you are asking: “how can I have been so certain, yet proven to be so utterly wrong?” I can offer this: you reluctantly acknowledge the popularity of the gasoline car, but all you offer as arguments in favor of the electric car are rational arguments to the exclusion of the non-rational attractiveness of the gas car: the fun of touring, the thrill of racing, even the challenge of maintenance and repairing in a rather masculine, if not macho car culture. Instead you focus on the businessman and on women, suggesting that it is the reliability of the electric (you are right!) and its cleanliness (right again!) that sells cars (wrong!). I agree that it

is terribly frustrating to struggle against a visceral target that keeps being attractive by offering an escape to the seriousness of business and the boredom of perfect technology, while at the same time playing dirty tricks by taking over so much of the electric’s reliability, cleanliness and noiselessness as to defuse all-too-harsh criticism of the gas car’s barbarism. I tell you: in about a hundred years from your position we will have electronic cigarettes that simulate smoking in a vain attempt to get people off their very unhealthy habit—with the car it is likewise, and, Mr. Babcock, I suspect you know that. You know that you’re going to lose this battle and that’s why you are shouting out loud that the future is so certain in favor of the electric.

Dear Mr. Babcock, I am sorry to have blemished your electric idyll, but I sincerely wish that you could write me back and tell me how to avoid this unfounded optimism followed by deep disappointments in the years ahead of you. People in my age think that I am against electric vehicles because they see the efforts to introduce them as a movement, reminiscent of a religion, as in your time, Mr. Babcock, your EVAA will publish a “creed” in which the first sentence states: “I believe in the electric vehicle...” as if we are dealing with the Messiah! Perhaps above all: I need your help as a voice from the past, to breach this litany of shallow utopianism that keeps our engineers busy, but doesn’t bring the electric vehicle any nearer to realization. In a way, I envy you at the same time, but after the failure of five or six waves we cannot simply repeat that this time, we are in such a totally different situation—this time it is *absolutely* certain that the electric vehicle will be realized: oil reserve depletion, millions of dollars of investment, leading manufacturers convinced of a bright future, what can go wrong? Yes, Mr. Babcock, what can go wrong? Now that you know that after a century we are still waiting for the future to happen, how would you answer this question? Let me guess: you would suggest that we keep repeating your original certainty.

—Gijs Mom



*Editor’s Note: Tesla Motors, Inc. was contacted to react to our historical perspective presentation and they suggested the following two items. Both were edited for space and to present the views most relevant to our subject. For a look at the complete entries, visit: [teslamotors.com/blog/secret-teslamotors-master-plan-just-between-you-and-me](http://teslamotors.com/blog/secret-teslamotors-master-plan-just-between-you-and-me) and [teslamotors.com/blog/mission-tesla](http://teslamotors.com/blog/mission-tesla).*

**The Secret Tesla Motors Master Plan (just between you and me)**  
by Elon Musk, Co-Founder & CEO of Tesla Motors  
August 2, 2006

*Background: My day job is running a space transportation company called SpaceX, but on the side I am the chairman of Tesla Motors and help formulate the business and product strategy with Martin and the rest of the team. I have also been Tesla Motor’s primary funding source from when the company was just three people and a business plan.*

As you know, the initial product of Tesla Motors is a high performance electric sports car called the Tesla Roadster. However, some readers may not be aware of the fact that our long-term plan is to build a wide range of models, including affordably priced family cars. This is because the overarching purpose of Tesla Motors (and

the reason I am funding the company) is to help expedite the move from a mine-and-burn hydrocarbon economy towards a solar electric economy, which I believe to be the primary, but not exclusive, sustainable solution.

Critical to making that happen is an electric car without compromises, which is why the Tesla Roadster is designed to beat a gasoline sports car like a Porsche or Ferrari in a head-to-head showdown. Then, over and above that fact, it has twice the energy efficiency of a Prius. Even so, some may question whether this actually does any good for the world. Are we really in need of another high performance sports car? Will it actually make a difference to global carbon emissions?

Well, the answers are no and not much. However, that misses the point, unless you understand the secret master plan alluded to above. Almost any new technology initially has high unit cost before it can be optimized and this is no less true for electric cars. The strategy of Tesla is to enter at the high end of the market, where customers are prepared to pay a premium, and then drive down market as fast as possible to higher unit volume and lower prices with each successive model.

Without giving away too much, I can say that the second model will be a sporty four-door family car at roughly half the \$89k price point of the Tesla Roadster and the third model will be even more affordable. In keeping with a fast growing technology company, all

## PUT THE CAT OUT AND THE CAR ON CHARGE

free cash flow is plowed back into R&D to drive down the costs and bring the follow-on products to market as fast as possible. When someone buys the Tesla Roadster sports car, they are actually helping pay for development of the low-cost family car.

I should mention that Tesla Motors will be co-marketing sustainable energy products from other companies along with the car. For example, among other choices, we will be offering a modestly sized and priced solar panel from SolarCity, a photovoltaics company (where I am also the principal financier). This system can be installed on your roof in an out-of-the-way location, because of its small size, or set up as a carport and will generate about 50 miles per day of electricity.

If you travel less than 350 miles per week, you will therefore be “energy positive” with respect to your personal transportation. This is a step beyond conserving or even nullifying your use of energy for transport – you will actually be putting more energy back into the system than you consume in transportation! **So, in short, the master plan is:**

1. Build sports car
2. Use that money to build an affordable car
3. Use *that* money to build an even more affordable car
4. While doing above, also provide zero emission electric power generation options

Don't tell anyone.



### The Mission of Tesla

By Elon Musk, Chairman, Product Architect & CEO  
November 18, 2013

Our goal when we created Tesla a decade ago was the same as it is today: to accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible. If we could have done that with our first product, we would have, but that was simply impossible to achieve for a startup company that had never built a car and that had one technology iteration and no economies of scale. Our first product was going to be expensive no matter what it looked like, so we decided to build a sports car, as that seemed like it had the best chance of being competitive with its gasoline alternatives.

I suspected that this could be misinterpreted as Tesla believing that there was a shortage of sports cars for rich people, so I described the three step “master plan” for getting to compelling and affordable electric vehicles in my first blog piece about our company. This was unfortunately almost entirely ignored.

In order to get to that end goal, big leaps in technology are required, which naturally invites a high level of scrutiny. That is fair, as new technology should be held to a higher standard than what has come before.

*Editor's Note: Looking forward intelligently should also entail first looking back as every historian can attest. This issue of your Journal is doing just that, which has afforded us an opportunity to once again read words written by our much respected and greatly missed colleague, Beverly Rae Kimes. Bev wrote these words in 2006. They are printed here with the approval of her husband James Cox who had penned his tribute to and memories of Bev in his 2010-published book Simply Bev.*

What automobile won the world's first dirt track race in 1896? What car won the first hillclimb in 1898 as well as setting the flying kilometer record that same year? What car took the world land speed record in 1899, and was the first vehicle, ever, to exceed 60 mph? More dubiously, what automobile caused the first motoring fatality? Which was the first to be nabbed for speeding?

The answers, sequentially: Riker, Jenatz, La Jamais Contente, EVC, EVC. You already know what they have in common. Incidentally, to mitigate the dubious two, it was an electric as well that ferried President McKinley to the hospital in 1901 when he was the victim of an assassin's bullet.



88 MOTOR AGE

There's No Place Like Home For Charging Your Electric

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G-E Rectifiers can be operated by any man or woman who runs a car. They save the trouble and expense of frequent trips to the public garage.

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Write for booklet on "Charging the 'Electric' at Home"

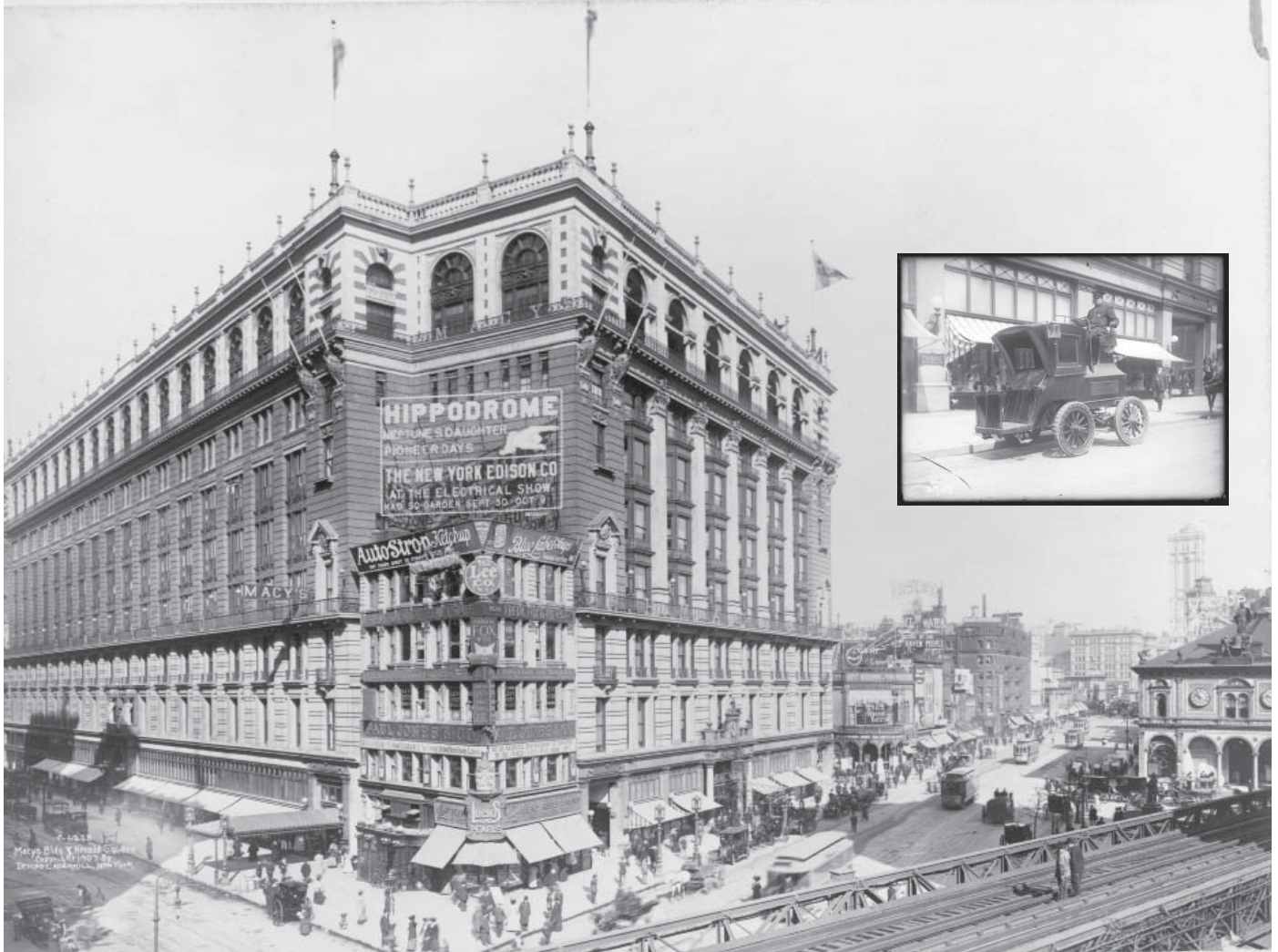
**General Electric Company**  
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Principal Office: Schenectady, N. Y. Sales Offices in All Large Cities

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Although enjoying some vogue on the Continent, the electric held far greater promise in America. Prior to the turn of the century, it was the best-selling automobile in the country. For a short while, it appeared “put the cat out and the car on charge” would be heard across the land.

Electric cars enjoyed the entrepreneurial patronage of captains of industry and major Wall Street players. In New York, *no one* was more powerful in financial circles than William Collins Whitney,



The Morris & Salom Electric Carriage Company of Philadelphia introduced the ELECTRIC HANSOM CAB to the streets of Philadelphia in 1896 and in New York City in 1897. Above right inset is one parked outside Macy's, and if it were to be placed in the above 1907 picture, it would be to the far right corner of the building, facing south on Broadway. The building is still there and it's still a busy spot for cabs (right). The venture was successful enough to attract a buyout by Isaac I. Rice of the Electric Storage Battery Co, becoming the EVC (Electric Vehicle Company), later becoming part of Colonel Pope's empire. The first car in the 1907 lineup is a Renault and gone are the street rail cars going down Broadway along with all the elevated rapid transit lines in Manhattan (bottom right). Electricity captivated the age; note the sign high on the Macy's building "THE NEW YORK EDISON CO. AT THE ELECTRICAL SHOW" at Madison Square Garden, Sept. 30th to Oct. 9th.



© 2005 Bernd Umliecht

who virtually ran the city awhile. Upon buying Isaac Rice's Electric Vehicle Company (EVC) with plans for immediate production of an eye-popping 12,000 cars, Whitney allied himself with the largest employer in New England: bicycle manufacturer Albert Augustus Pope, who insisted upon being addressed by his hard-won Civil War title. A newsman's favorite, Colonel Pope could always be counted upon for a pithy quote. "You'll never get people to sit over an explosion," he snorted derisively of the gasoline car. (Whether a steamer would propel one ahead or straight up was a joke proponents of the steam car found no funnier than gasoline makers of the Pope put-down.)

Attracted to the electric in Chicago was utility tycoon Samuel Insull, who inveigled Clinton Woods out of the patents for his electric car and recruited others including a Standard Oil honcho and presidents of various railroad and telegraph companies to join him in his electric car venture. Insull's plans were no less grandiose than Whitney's.

The problem was none of these folks knew anything about making cars. Whitney and Insull quickly became bored with the problems and found other ways to make money. Colonel Pope persevered and created what might legitimately be called the first General Motors which, alas, didn't survive the founding of GM in 1908—and all of the cars Pope created for his empire, save one, had their passengers sitting over an explosion.

Not everyone who entered electric car-making ranks was bent on making a killing. A few blocks from Macy's in Manhattan, no fewer than four entrepreneurs entered the field, two of them choosing mythology (Ajax) and hyperbole (Auto-Dynamic) to name their electric products. Sixteen blocks north, on 53rd Street off Broadway, Charles H. Barrows named his car after himself, proudly declaring that "against this vehicle you could not afford to take a horse as a gift," and suggested that changing its batteries was as simple as feeding Ol' Dobbin with "a mistake less likely." In Chicago the American Electric offered five hours of driving between charges and the Hub

featured an electric motor in each one of its four wheels.

None of these ventures lasted long. Still, the failure rate of electric makers was no more than those who tried gasoline and steam cars, as thousands rushed into the marketplace with a version of what most of the populace referred to as a horseless carriage.

No one better elucidated the advantages of electric power than Thomas Edison: “no reciprocating motion...beautifully perfect and wonderfully efficient...very simple [to operate]...no whirring and grinding gears [nor the] almost terrifying throb and whirr of the powerful combustion engine...no water system to get out of order, no dangerous and evil smelling gasoline.”



mont, Carnegie, et alia ladies all drove electrics, as did Mrs. Henry Ford and other wives of gasoline car manufacturers. The expense of building an electric, which was passed on to the consumer, was not a problem for these people.

Not until 1910 did the electric power industry formally recognize the car that used its energy. Executives from utility and battery companies joined electric manufacturers that year in founding the Electric Vehicle Association of America to propagate the vehicle's advantages especially in the commercial field. “Electric porters,” as the trucks were called, were already being successfully used by railroads at their loading docks and freight stations. Utility companies of the EVAA traded in their gasoline trucks for member electrics to demonstrate their wider utility and superiority for stop-and-go driving. Woods of Chicago sold electric delivery wagons to Marshall Field and two other State Street department store magnates, to Frederick Pabst in Milwaukee for his newly blue-ribboned beer, as well as a 16-passenger bus to the Chicago Sightseeing Co.



Above is a picture of Thomas Edison with his storage batteries on the cover of *Scientific American*, New York, January 14, 1911. Right is another example of his batteries. The format is the same: a modular system of connected cells in a wooden crate that could be used as needed.



Still, by 1903 the gasoline car had moved into first place in the industry. Hindsight makes it easy to see why: the disadvantages of the other two types outweighed their virtues. The electric's sedate pace (25mph tops) and modest distance range between charges was less significant in urban areas, however. That it was white-glove clean and simple to use made it an exemplary car for women whose husbands could afford a second vehicle. The Astor, Vanderbilt, Bel-





The Anderson Car Company, makers of the Detroit Electric, made a belated try for the masculine market, advertising its 1910 Model H Roadster “for a spin to the ballpark, for running about on business errands, for a comfortable, quick, health-giving trip to and from the office.” Doctors and businessmen were occasional buyers, but more were dandies like Diamond Jim Brady who ordered his Baker with huge curved glass windows so his jewelry and femme of the moment would show to best advantage. After a decade of being promoted as a woman’s car, the electric’s testosterone level was nil.

Electric performance had improved in the meantime. Oliver Fritchle of Denver traveled a well publicized 2,140 miles from Lincoln, Nebraska, to New York City, demonstrating that the Colorado maker’s car could travel a hundred miles on a charge. In Los Angeles,

**THE 100-MILE FRITCHLE ELECTRIC**  
Is Guaranteed  
to travel 100 miles on the single charge—over city streets or country roads.

We are now ready to close 1909 Agencies. Write for our proposition.

STORAGE CENTRAL GARAGE  
300 E. NEW YORK AVE.  
DENVER, COLORADO  
HARRISON AND BATTERY CARDS  
RENEWAL AND RETURNED  
WASHINGTON, D. C. December 15, 1909.

By Mail to See Goods: This is to certify that we accept Mr. Fritchle's electric automobile and assisted in running down the car, that the car left the garage, its motor registered at 2375 miles and when it returned the next day, it registered 2375 miles, showing that 100 miles had been run on one charge. We are positive that the car met our own stringent test of the matter.

The above letter is respectfully submitted as absolute proof of our "100 mile per charge" capability. This particular instance, however, the mileage having been made by a Fritchle electric automobile of 1912, the completion of which was made in Washington, D. C. through the kindness of some of our best and our ablest mechanics.

ART CATALOGUE showing entire line of open and closed cars and their prices and details on request.

**VICTORIA PHAETON \$2500**  
Complete the vehicle all styles. Write for Art Catalogue.

**THE FRITCHLE AUTOMOBILE & BATTERY COMPANY**  
1449-1455 Clarkson Street, DENVER, COLORADO

The Review of Reviews Motor Department

**Make This the Happiest Christmas — Give Your Wife an Electric**

AN Electric for her *very own*—what more enjoyable surprise could your wife receive on Christmas morning? Every woman longs to own an Electric. Every woman knows the comfort, convenience and heightened social prestige it gives. Why not make this year the *happiest* Christmas? Your wife would love to drive about in her own Electric—quiet, fashionable, simple and safe. She can pay her social calls; do her shopping; attend the theatre and reception. **You** will enjoy the luxury of it, too.

And Christmas is the season of seasons for an Electric. The cold, biting winds and snow flurries make you feel all the cosier within an Electric. There is such exhilarating pleasure in gliding noiselessly down the boulevard, through the park, threading in and out of congested traffic—quickly, easily, without bother or effort.

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Interesting literature about the Electric Vehicle sent gladly. Write today

Before you buy any car consider the Electric

**ELECTRIC VEHICLE ASSOCIATION OF AMERICA**  
BOSTON NEW YORK, 124 W. 42nd St. CHICAGO (40)

Continuity of Impression Means Successful Advertising  
94

Toledo), Rauch & Lang (successor to Baker—see back cover) and Detroit Electric (which continued building cars to custom order for dowagers until as late as 1941).

By the early twenties, finding investors for a new electric car had become a fool’s errand. In 1922, from offices at 501 Fifth Avenue in Manhattan, the Electrocar Corporation announced its taxicab, a fine contemporary version of the popular hansom cabs of the turn of the century. It went nowhere.

The internal combustion engine car’s ascendance was probably preordained anyway. In addition to its performance advantage over the electric, it was easier and less expensive to make—and thus a more attractive business proposition. Gasoline car makers were generally more adept at vigorously promoting their product too. And, of course, Spindletop gushed conveniently in Texas, promising cheap gas forever.

—Beverly Rae Kimes

Volney Beardsley’s electric put up 1,500 miles in 14 days on 14 battery charges. This greater touring potential prompted the EVAA to publish a series of regional guides, featuring maps and directories of charging stations.

Nineteen-twelve saw 33,842 electric cars registered in the United States. Another 5,500 were added that year. More than 20 companies offered well over 100 models ranging from the \$900 runabout from Studebaker (which changed to gasoline cars, of course) to the \$5,000 limousine from Hupp-Yeats (built by Robert C. Hupp whose previous car had been the gasoline Hupmobile). In 1913 the trade publication *Ignition and Accessories* changed its name to *Electric Vehicles*. But the magazine’s last issue was 1918. By 1924 no electric appeared at the National Automobile Show in New York, and just three electric vehicles remained on the market: Milburn (of

**Baker Electrics**

**Arriving in Style**

Arriving at one's destination easily and safely may be accomplished with any automobile; but to arrive in style, as well as in utmost comfort, is particularly appreciated by those who know and want the best.

It is this exclusive factor of style which has particularly marked every Baker or Rauch & Lang production in every era of fashionable coach building.

Not forgetting that Baker and Rauch & Lang Electrics also include superb engineering features that offer unusual advantages of service, safety and silence.

**THE BAKER B & L COMPANY, Cleveland, Ohio**

# Book Reviews

**Follmer: American Wheel Man**

by Tom Madigan

ejje Publishing Group (2013)

www.follmerbook.com

336 pages, 9" x 12" hardcover

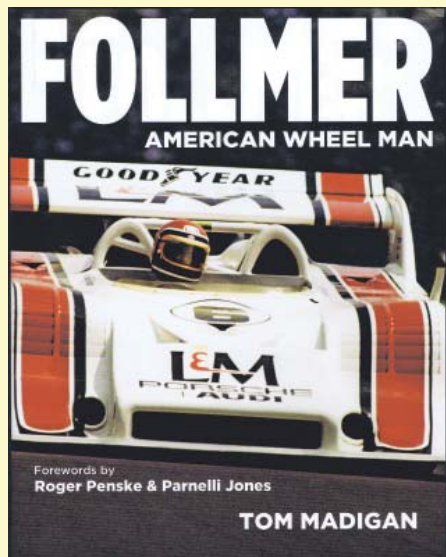
258 b/w and 24 color photos

indexed, and bibliography

Price: \$59.95

ISBN-10: 0982899920

ISBN-13: 978-0982899922



This big, brawny book is an absolute festival of fabulous motor-racing photography. Strikingly printed on glossy paper in large format, image after image by fine photographers stun with their impact and significance. Thanks to George Follmer's peripatetic career, which embraced the Can-Am, Trans-Am, Formula 1, Indy racing, Formula 5000, 24 Hours of Le Mans, SCCA Nationals, NASCAR stock cars and more, these images are a bright kaleidoscope of auto racing as it was in the 1960s and 1970s—the era of Follmer's racing.

We are dealing here with a man born in Phoenix, Arizona, on January 27, 1934, whose family moved to California two years later. Having been caught up in the Korean War, Follmer was married and still in college when he discovered in his mid-20s that driving his VW Beetle in gymkhanas was fun. This led to a race at Riverside in which

he discovered that he “could drive a car to its limits. I was hooked and there was no going back. I loved racing. It became a very meaningful thing in my life.” In fact it grew to an obsession.

“It didn't take long for George's talent for driving a race car to become evident,” his first wife Glenda told author Tom Madigan. “I believe he had a natural gift. He could just drive any car he raced at the limit.” But this had its downside for the family of a man who felt that if he wasn't racing he wasn't earning. “From the time our son Jim was nine years old until he was 19, George was away at a race—or traveling to or from a race—approximately 300 days a year. It was difficult raising the kids without George being there.”

Follmer had serious rewards for his efforts. He came on the scene as winner of the SCCA's U. S. Road Racing Championship in 1965, at the age of 31. In 1972 he achieved a unique double, winning both the Can-Am and Trans-Am Championships. He was Trans-Am Champion again in 1976. George competed in the 1973 Formula 1 season. Griding for the first race in South Africa he was 39 years and one month old, making him the oldest Grand Prix rookie since the 1950s. Nonetheless he achieved a podium placing that year with a third in Spain. We feel for George when Shadow gives him only one season in the G. P. circus.

In his prime as a driver George Follmer was darkly handsome, perhaps a candidate to be played by Eric Bana in his life story. Rivals remarked on his eyes, dark, penetrating and projecting his menacing aura on the track. “If you ask drivers who have run against George,” the author quotes Jim Busby, “they will all say the same thing—it's in his eyes. George had that look in his eyes that could strike fear into your heart. He wasn't just good or great, he was brutally great. He is the real deal and back in the day he came to race.”

Interviews by Tom Madigan with Follmer's friends and rivals pepper this book with revealing quotations. Admitting his previous passion for drag racing, about which he has written extensively, Madigan structured his book as an odyssey of discovery of both Follmer and new worlds of racing, disclosed through his interviews with team owners, designers, mechanics, friends and rivals on the track. We are invited to sit with the author as he quizzes surviving actors in the drama that was Follmer's racing.

Always observant, racing driver Sam Posey said this about Follmer: “George had

a toughness that I didn't have, not a put on, but he was very competitive. He earned a lot of respect. Some compared him in the same category with Mark Donohue and Parnelli Jones. George may have been close but not quite the status of Jones. Still, to be compared with Mark and Parnelli in any fashion is significant. George was very underrated by the press. They never made a hero out of him and he didn't try and get on his own bandwagon. George was a race driver and it was hard to make a hero out of him.”

An early step up for George had been his choice by legendary team owner Roger Penske to partner Donohue in T70 Lolas in the 1967 Can-Am series. Penske remembered Follmer in 1972 when Mark crashed during a test at Atlanta after the season's first race, breaking a leg and damaging his knee. The car was the awesome turbocharged Porsche 917/10 whose 900 horsepower the team had tamed just enough to race for the Can-Am Championship.

Penske's choice of Follmer was second-guessed by some at Porsche. They urged him to consider drivers like Ronnie Peterson, Jacky Ickx and Mario Andretti. Some at Penske were also unsure. Crew chief John “Woody” Woodard was among them, having seen Follmer make plenty of metal-to-metal contact in the Trans-Am. “I figured we would be hanging new sheet metal on the car after every race,” he told Madigan.

“But when George drove the 917/10—I can't say it loud enough—he ran all the races and never so much as put a ding in the paint,” Woodard added. “He was that good. Was George the fastest driver? I don't know, but he was quick in my view. When Mark and he ran equal cars it was close. Mark was the engineer and could really set up a car. On the other hand George knew how to keep his foot on the ‘loud pedal’ and run as fast as it could run. He would figure out what he had under him and drive the wheels off it. He was a race driver from head to toe.”

In his interviews Follmer makes no secret of just how daunting it was to step into this awesome 917/10 and perform in it from scratch to meet the expectations of Porsche, Penske and their sponsors. But he delivered by winning the 1972 Can-Am Championship, even though there were hair-raising moments along the way which, in Follmer-speak, “caused me to pucker up so tight you couldn't have got a dime up my butt with a jack hammer.”

In addition to his late start in racing, Follmer was initially handicapped by a per-

ception that he was a “small-car driver.” This arose from the success he had in 1965 when he raced a 2.0-liter Porsche-powered Lotus 23 in the U. S. Road Racing Championship. To even the odds for drivers of smaller cars, the SCCA gave the same points for placings in the under-2.0-liter class that it awarded to the big-car drivers. Follmer stole the Championship from Chaparral-driving Jim Hall in the series’ last race.

The Lotus-Porsche, the car that put George Follmer on the map, carried number 16. “The number 16 has always been my number,” he told Tom Madigan. “It makes you easy to identify. In my case the number 16 comes from my son’s birthday, March 16th. I liked the number and it always reminded me of my family.”

In a book that is essentially a compilation of interviews, each covering the period with which the subject is familiar, lacunae are inevitable. For example we are never told the identities of the 2.0-liter cars and drivers that Follmer beat to win the 1965 USRRC. We could learn more about George’s Champ-Car racing, including three Indy 500 starts, when he owned his own team. The reader has to piece the story together himself.

Many of the pieces, however, are fascinating. You will find an absorbing account of the extraordinary “knee-high” Mark 1 AVS Shadow Can-Am car that George drove in 1969 before handing over cockpit responsibilities to Vic Elford, famed for his salvaging of lost causes. You will also be invited into the equipment-crammed aerie of Don Nichols, the mysterious magus behind the Shadow cars that competed in the Can-Am and Formula 1.

Although excellent, the photos are all mono save an eight-page tranche of color from a 336-page total. From time to time the author betrays a lack of familiarity with this genre by misspellings of names. We have too many reminders that the author is really interested in drag racing. The episodic nature has already been remarked upon. But from it come valuable personal reminiscences of a lost era of racing and a driver who well deserves the title “American Wheel Man.”

The last word belongs to Bud Moore, ace NASCAR team chief who prepared Trans-Am Ford Mustangs for George Follmer: “I enjoyed working with George and we became great friends. Whenever I belted him in that seat I knew that nobody was going to get around him easy. Ol’ Roger Penske and the others all took notice when

we showed up because they knew it was going to be a fight. When we went Trans-Am racing the other teams would say, ‘Who the hell is that rebel? Where did he come from?’ And then we would turn around and give out a beating. That was fun.”

—Karl Ludvigsen

### The Mobilgas Economy Run: A History of the Long Distance Fuel Efficiency Competition, 1936-1968

by Dave Hermanson

McFarland & Company, Inc. (2014)

McFarlandpub.com/ 800-253-2187

332 pages, 8.5” x 11” softcover

148 photos

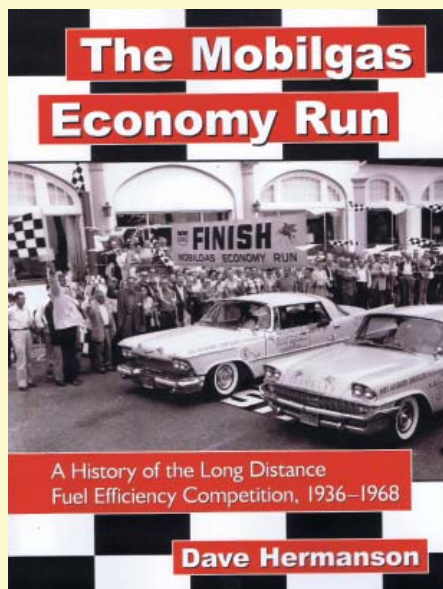
indexed, appendix, notes, and bibliography

Price: \$45

ISBN-e: 978-1476613222

ISBN-10: 0786475625

ISBN-13: 978-0786475629



With the exception of the WWII era, each year between 1936 and 1968 an event known during the 1950s and 1960s as the Mobilgas Economy Run captivated many Americans. Initially, Gilmore Oil of California sponsored this regional event, the outgrowth of early reliability runs and grass roots economy trials. Subsequently, the Run grew to major proportions, and its route went from coast-to-coast. Looking back, this episode seems incongruous, given prevailing interpretations of American life during the period. With relatively inexpensive fuel prices (although when dollar adjusted, gasoline prices topped \$2 a gallon between 1950 and 1970) and inefficient engines of the day, along with the rising tide of post-WWII prosperity, why did the Run, as the single

largest corporate-sponsored public relations event in the U.S., achieve the popularity that it did?

In *The Mobilgas Economy Run*, author Dave Hermanson traces the origins of this event beginning with WWI era events staged from Los Angeles to Yosemite that preceded the 1930s regional promotions of California’s Gilmore Oil Co. Sanctioned by the American Automobile Association until 1955 and then United States Auto Club, the event became a significant national experience after WWII, and it reflected how thrift and economy were integral to automotive engineering concerns and the aftermarket accessory business to the early 1960s. Hermanson chronicles the careful monitoring of the cars, the break in procedures, and the equipment employed was necessary to ensure fair play. This work provides definitive competition results from year to year, and is profusely illustrated with photographs not only of the cars involved, but the stunning landscape that often was the backdrop for this “race that wasn’t a race.”

For much of its history, the key parameter involved in determining run winners was the calculation of the ton-mile rather than miles per gallon, which gave heavier automobiles a distinct advantage. This statistic resulted in considerable public skepticism, for how could a Chrysler Imperial win the sweepstakes over a Rambler? And where were the foreign cars in this contest? While miles-per-gallon figures were publicized and automotive manufacturers did score with economy conscious consumers, the event had far more significant consequences for Mobil dealers, who at least in the 1950s witnessed a surge in sales after each yearly event was held. Since imports were not included in the competition (there was a separate event for foreign cars held on the East Coast between 1959 and 1961), and getting a competitive edge was always a possibility, the results were skewed in many different ways. As the saying went “your mileage may vary.”

In addition to vehicle preparation, driver skill was critical. Yet, it was the Economy Run that witnessed the first inclusion of competitive women drivers on a large scale that began in 1957. Teenagers followed in 1963, and African-Americans in 1965.

The final event was held in 1968, with a shortened venue due to the assassination of Martin Luther King. The decision of the Mobil Corporation not to continue its sponsorship remains somewhat puzzling. In its official statement, Mobil stated “Chang-

ing emphasis on automobile performance factors, changing attitudes of the motorist, and changes on Mobil's advertising strategy indicate that the Run no longer serves the full purpose for which it was intended." Ironically, in 1968 a second wave of economical imports hit American shores, the prelude to the precipitous changes that began with Oil Shock I in 1973.

In sum, this is a definitive work by all accounts. That said, however, I wish more would have been included on the biographical details of the key drivers who piloted these cars from year to year. And finally, the author fails to explore in any depth the meaning of the event. In a post-WWII America characterized as being wasteful, enamored with the dinosaur in the driveway, and in love with high performance, why was this competition focusing on the traditional value of thrift so popular? What does this say about the car culture associated with the average American consumer?

—John Heitmann

**The A-Z of Three-Wheelers:  
A Definitive Reference Guide**

by *Elvis Payne*

Crécy Publishing (Nov. 2013)

crecy.co.uk

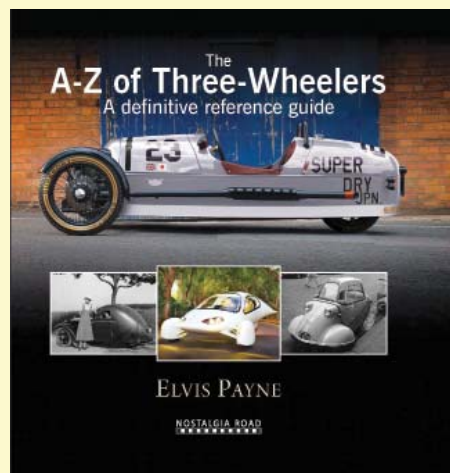
304 pages, 9.9" x 10.2" hardcover

470 photographs, indexed

Price: £21.95 (\$39.95)

ISBN-10: 1908347163

ISBN-13: 978-1908347169



Just peruse this book and you're reminded that a great deal of automotive production was devoted to the three-wheeler platform. The SAH emblem is a three-wheeler: the 1769 Cugnot *farrier à vapeur* built by French Army officer Nicolas-Joseph Cugnot, which is generally accepted to be the first self-

propelled vehicle. It is also generally accepted that the first gasoline automobile was a three-wheeler: the 1885 Benz Patent-Motorwagen. The three-wheeler platform was used for many microcars and cyclecars. There are few books on the subject of three-wheelers, most recently including one published by Veloce, *Three Wheelers* by SAH member *Malcolm Bobbitt*, ISBN: 978-1903706817. While many such books are marque specific, this work is distinguished by being an attempt to catalogue all three-wheelers produced.

As the ratio of pages to photographs shows, this is indeed an illustrated reference guide of manufacturers. The "A-Z" in the title is the applied format, as each manufacturer is listed alphabetically followed by a model listing and description. The style of the presentation helps the eye, as each company entry starts with a heading in large red type and models appear with headers in large blue type. A single letter appears in a red box on the upper right-hand corner of each right page to help the reader find an entry. Many entries are in a 150-word range, which works well to cover the major points of a given manufacturer. There are entries that are much longer to recognize

the prominence of certain cars.

The author's background is in information technology, and he established a website years ago whose aim was to document all the three-wheeler marques: 3wheelers.com, which created the path ending with this book. The book begins with a foreword by Charles Morgan, former managing director of the Morgan Motor Company and grandson of Henry Frederick Stanley Morgan, the company's founder. The author's introduction looks to set the context of the three-wheeler in the automotive world. He also adds a section called "About this Book" to talk about how he came to be a three-wheeler enthusiast after relying on motorcycles for transport, as well as his approach for the book. The end of the book projects a vision of the three-wheeler in the future, and all the rest of the book is dedicated to reference entries for all the examples listed.

Both in scope and content, the subject is covered competently. This book would be a desirable addition to one's library as well as an enjoyable book to pull out from time to time to visit a world of vehicles one rarely sees.

—R. Verdés

An in-depth look at the great motor races that took place in Savannah, Georgia — the Grand Prize of the Automobile Club of America and the Vanderbilt Cup — this book explains how Savannah was chosen, details the construction of the course, reveals why the races and course were considered "America's greatest" by international experts and includes many biographies of the drivers who came to Savannah.

240 pages \$39.95 softcover (7 x 10)  
105 photos, 4 maps, appendix, notes, bibliography, index  
ISBN 978-0-7864-7697-8 2014  
Ebook ISBN 978-1-4766-1522-6

**McFarland**

To order, go to [www.mcfarlandpub.com](http://www.mcfarlandpub.com), or call toll-free 800-253-2187.

**Bud Moore's Right Hand Man: A NASCAR Team Manager's Career at Full Throttle**

by Greg Moore with Perry Allen Wood

McFarland & Company, Inc. (2013)

McFarlandpub.com/ 800-253-2187

240 pages, 6.9" x 9.9" softcover

55 photos

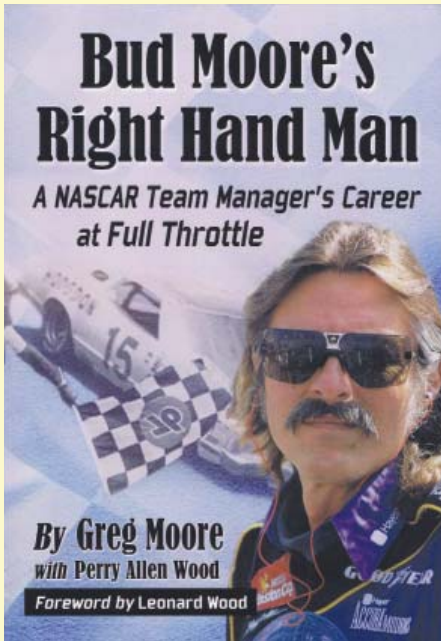
indexed, and bibliography

Price: \$35

ISBN-e: 978-1476602073

ISBN-10: 078647288X

ISBN-13: 978-0786472888



Perry Allen Wood and Greg Moore combined efforts to create an account of an important part of NASCAR (National Association for Stock Car Auto Racing) history through the experience of a manager of a major NASCAR team of the last quarter of the 20th century. In his introduction Wood argues that from the beginning of NASCAR through the 20th century, Spartanburg, South Carolina was a major hub of NASCAR and a big part of this hub was the NASCAR team of Bud Moore Engineering. Greg Moore worked with his father in Bud Moore Engineering from 1975 to the sale of the team in 2000. Most of the book is written by Greg Moore with comments and clarifications by Perry Wood, which are in italics. Greg's style is rather informal. The book has a feel of an oral history. He can get technical about the modifications to car engines but it does not detract from the interest of the story to a nontechnical reader.

The story starts with Greg's early memories of trips to various venues for NASCAR races. It is much about the characters

that he meets; races, crew members, family members, and girlfriends. When older, Greg begins helping out at Bud Moore Engineering but the story really picks up as Greg becomes an active member of Bud Moore Engineering after he graduated from high school in 1975. He works his way up to team manager during an important part of NASCAR history.

From the remembrances of Greg Moore, we get the inside story of the trials and triumphs of an important NASCAR team of the 20th century. We get a feel for the challenges that team owners face: dealing with drivers, sponsors, and NASCAR

rules. Drivers' egos need massaging and their driving styles need to match the team's approach to racing, sponsors can be fickle, and NASCAR rules change from year to year. Teams needed to adjust to the changes while keeping everyone happy, and maintaining a competitive race car and profitability. This is a difficult task at best.

*Bud Moore's Right Hand Man* appeals to the NASCAR fan, the historian of NASCAR, the historian of technology, and the sociologist of technology. All four groups will find the book entertaining and informative.

—Harry Carpenter

**Cadillac V-16s Lost and Found: Tracing the Histories of the 1930s Classics**

by Christopher W Cummings

McFarland Publishers (2014)

McFarlandpub.com/ 800-253-2187

271 pages, 7" x 10" softcover

199 b/w and 22 color photos

indexed, footnoted, and bibliography

Price: \$45

ISBN-10: 0786475706

ISBN-13: 978-0786475704

**The Cadillac That Followed Me Home: Memoir of a V-16 Dream Realized**

by Christopher W Cummings

McFarland Publishers (2006)

McFarlandpub.com/ 800-253-2187

243 pages, 6" x 9" softcover

48 b/w and 11 color photos, indexed

Price: \$25

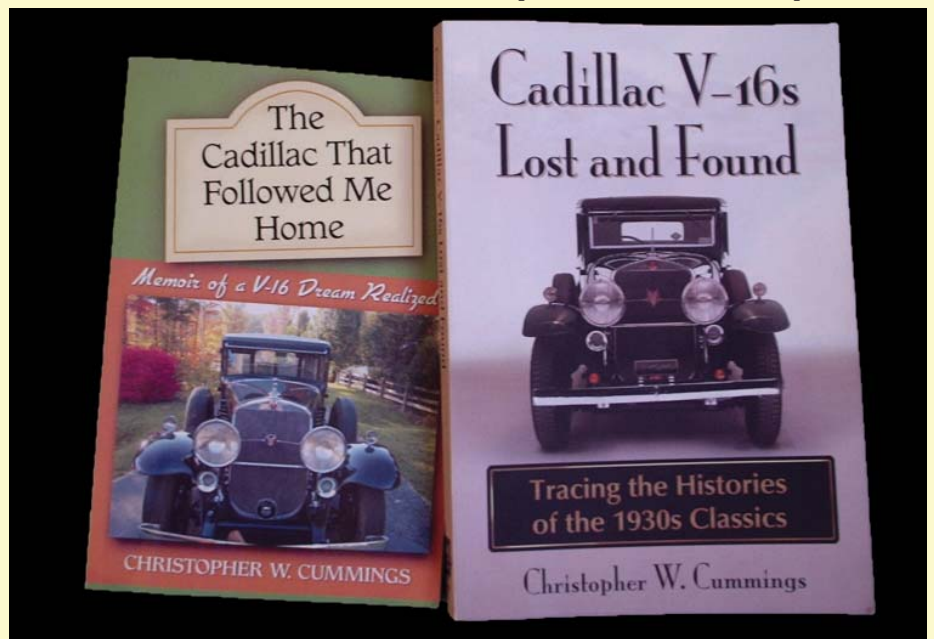
ISBN-10: 0786428082

ISBN-13: 978-0786428083

The words that follow should not be characterized as a review, leastwise not a critical review.

Collectively the two books are Christopher W. Cummings' homage to the stately Cadillac sixteen cylinder machines which have captivated him since he was a lad. Both books are engagingly written, and (kudos to publisher McFarland) nicely presented.

In his first book, *The Cadillac That Followed Me Home*, Cummings shared his general fascination and experiences with the V-16 Cadillac and his own personal "pinch me" moment when, decades later, fates conspired to actually permit him to own one. The new book, *Cadillac V-16s Lost and Found*, tells stories of the "lives" of not quite 70 of the not quite 4,100 V-16s produced from 1930 through 1940 (with "through" being the important word here as it means there were all told eleven years that Cadillac produced V-16s). Each chapter is a mini



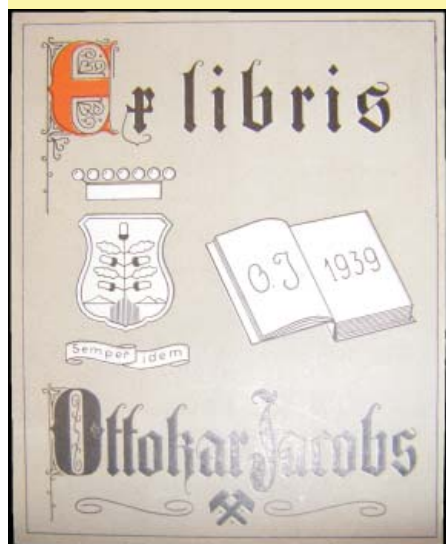
provenance with a notable enhancement being that each chapter gives equal emphasis to each car's owner(s) as to the car itself.

Cummings' narrative can't help but include huge amounts of information—facts, data and historical perspective—all carefully cross checked and verified. His sources are recorded in the acknowledgements, notes, references, indices and bibliography.

It's simple: read Christopher Cummings' two books for enjoyment. Then keep them to consult again due to the depth and breadth of information they contain.

—Helen V Hutchings

Below: Ottokar Jacobs' bookplate. Below right, from left to right: Gaby Brehme, Logan Gray, Ottokar Jacobs, Christoph Brehme.



Photos courtesy Logan Gray

## BOOK: LOST THEN FOUND

*Sleuthing out, documenting, and recording the provenance of a specific, individual vehicle is both worthwhile and rewarding as the commentary on Cadillac V-16s Lost and Found illustrates. But had you considered that a specific, individual copy of a book also has that ability?*

*Longtime SAH member Logan Gray tells the story below. These introductory words help lend perspective.*

*1981 seems like yesterday to many of us. The reality: it was 33 years ago. It was 1981 when Oregonians Dale LaFollette (also a longtime SAH member who is also a stellar photographer as well as the proprietor of Vintage Motorphoto—which is another story unto itself), Dean Newton, and Logan Gray established Vintage Motorbooks. Its name aptly and succinctly describes its focus.*

*Jump ahead to 1998: Newton is devoting more and more time to racing vintage bikes and LaFollette (pardon the pun) tightens his focus on racing and other vintage motoring images. So Gray buys out his partners and, a few years later, when he retires from his “day job” is able to devote himself full-time to Vintage Motorbooks. Today Vintage Motorbooks rightly declares itself the oldest, continuously in operation, dealer in out-of-print (and other) automotive books dealer in the United States.*

*My article, published in SAH Journal #266, was the impetus that prompted Logan Gray to share with me that which follows. The*

*setting is a hotel adjacent to Los Angeles International Airport where each and every March the Porsche Club of America holds its Literature Swap Meet. The meet draws a worldwide group of vendors and buyers. So with the stage now set for you, read on. -hvh*

Late in the day at the March 2014 Porsche Literature Meet, a gentleman casually looked over my table. His Porsche-related jacket was embroidered with his name, Ottokar Jacobs. Toward the far end of the table, he immediately picked up a somewhat worn book titled *Mein Mann der Rennfahrer* by Elly Rosemeyer-Beinhorn. He noted the brown spots on the cover—then opened it—knowing what he was about to see: His very own bookplate from years ago!

The story that tumbled out was that as a young teen in Austria in the early 1950s, he had read this book from his hospital bed while

recuperating from an appendectomy. The brown spots on the cover were his own blood.

We will never know how this book traveled from Austria in the early fifties to Oregon, thus to be transported by me to Los Angeles some sixty years later and subsequently to be found by the same man who had read it as a teen. But we do know it has now been returned to his library.

The Ottokar Jacobs I met is a quiet man with a ready smile. He was in the company of his more gregarious friends Christoph and Gaby Brehme who soon came by my table to tell me how delighted Ottokar was and to marvel at the coincidence. The further coincidence is that I had picked this book off the shelf at the last moment. It was one of two copies I had in stock. I picked it mostly because it was printed in German and fit a vacant corner in the box.

The following morning as I left my motel room for breakfast I discovered that the Brehmes were next door in the motel! We had breakfast together and afterward all four of us gathered again at the Sunday swap meet. Gaby and Christoph managed to coax a few more details from Ottokar during which I learned that Mr. Jacobs and the Brehmes currently have residences in Florida and Germany and that Mr. Jacobs is apparently well known on the East coast of the United States as he owns, or has owned, several significant Porsche racing cars.

Altogether, it was a marvelous coming together of coincidences. And, yes, books can tell tales well beyond the words that are printed on their pages.

—Logan Gray

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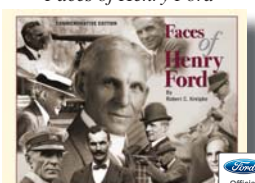
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