

# S A H Journal



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**Front cover:** Both covers' Chrysler themes are inspired by our Stellantis article. Here we have a 1962 Imperial (chassis 9223172452). Only 554 convertibles were made in 1962. This particular car (on the cover and above) sold for \$82.5K at the RM|Sotheby's auction during Hershey. Perhaps this could be considered the first time a "retro-look" was made with the freestanding headlights (a throwback to the prewar era).

**Back cover:** Here we have the Chrysler ad that appeared on p. 15 of the June, 1941, issue of *Esquire*. Note the two exclusive claims: "New . . . exclusive . . . is the extra side window in the Chrysler Convertibles. Increases vision. A perfect windscreen" and "Also new and exclusive is Chrysler's electro-hydraulic automatic top. Operates independently of engine."

# SAH Journal

ISSUE 318 • SEPTEMBER/OCTOBER 2022

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An Affiliate of the American Historical Association



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## President's Perspective



With 2022 drawing to a close, we can reflect back on a year that perhaps went better than many expected. While COVID precautions were still a significant concern, 2022 came closer to “2019 normal” than many of us had hoped.

Various SAH Board Members and Committee Members were hard at work during the year, and much was accomplished. Significant progress was made by the Awards Committee and the individual Award Panels by establishing detailed policies and procedures, spearheaded by *Chris*

*Lezotte* and *Ed Garten*, with the Award Panels overall receiving a record number of nominations to process and evaluate. The *Wheels Across the Pacific* remote symposium, co-convened with the Automotive Historians Australia in September, was outstanding and is intended to be an annual event. In October we returned to Hershey with our Annual Awards Banquet and customary Orange Field big tent presence, including a sixteen-author book signing event organized by *Helen Hutchings*. While I’m writing this, the Sixth Annual Michael R.

Argetsinger Symposium for International Motor Racing History, presented by the IMRRC and the SAH, is under way. The proposed SAH board documents and publications archive agreement with Kettering University is in the final stages of review. The website overhaul is making substantial behind the scenes progress, including securing the sustainability of our Digital Image Collection, compiled over many years by *Louis Fourie*.

Congratulations to *Chris Lezotte* and *Steve Purdy* for their re-election to the SAH Board of Directors. *David McGee* was elected to the Board to succeed *Casey Maxon*; David has been doing much of the behind-the-scenes heavy lifting on the website overhaul. And, thank you to *Casey Maxon* for his enthusiastic and innovative work on the Board; he will be sorely missed.

In 2023 can look forward to periodic digital newsletters to the membership via MailChimp, finalization of our Kettering University agreement, establishment of user protocols for The Society of Automotive Historians Special Reference Collection at the Auburn Cord Duesenberg Automobile Museum, and the debut of the new website and homepage, with improved website functionality. These initiatives are the result of countless hours invested by SAH volunteers, striving to improve our Society.

We will forgo my corny photo-autobiography series this issue to instead feature the SAH tent on the 2022 Hershey Orange Field, showcasing our new Book Signing banners.

—Bob Barr

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NEW MEMBERS



SAH awards presentation, October 6, 2022, back together for the first time since 2019. President Bob Barr (left) addresses the room at the start of the presentation.

## THE ANNUAL SAH AWARDS PRESENTATION HERSHEY, PENNSYLVANIA

The Annual Meeting of Members & Gala Awards Banquet took place on Thursday, October 6th, at the Hershey Country Club during “Hershey”—the AACA Eastern Regional Fall Meet (October 4-7). The highlights of the evening were the awards presentation (and since there was no gathering in 2020 and 2021, some winners from those years received recognition too). Here are the awards, descriptions and the 2022 recipients:

### Carl Benz Award (CBA)

“The Low-Cost Luxury Cars of 1966” by Kit Foster, published in *Collectible Automobile*.

ISSN: 0742-812X

*The Benz Award recognizes the periodical article or series published during the previous calendar year which exhibits the most original research and outstanding writing in automotive history. The award is named for Carl Benz, who built the first vehicle propelled by an internal combustion engine. Benz’s three-wheeled vehicle was built in 1885 in Mannheim, Germany. The Benz Award was first presented in 1982. From 1972 until 1981, awards for periodical articles were made as part of the Cugnot Award.*

Drawing on his many decades of experience, Kit Foster did a fantastic job of tying in the specs and production numbers in with the



Dennis David (l) presents the Carl Benz Award to Kit Foster as Chris David joins on the right.

historical context of the time. He provided the reader with an accurate and insightful “lay of the land,” showing how the lower-rung marques were not only competing with each other but also with their more expensive corporate siblings. Kit masterfully tied these elements together to tell the story of a fierce marketplace competition that took place more than a half-century ago.

—Don Keefe

### Nicolas-Joseph Cugnot Award (NJCA)

*The Cugnot Award is presented for the book published during the previous calendar year which represents the most outstanding writing and original research in automotive history. The award is named for Nicolas-Joseph Cugnot, a French Army officer who is generally acknowledged to have built the first self-propelled vehicle. His steam-powered fardier, built in 1769, was designed to be an artillery tractor; its likeness appears on the Society’s emblem. The Cugnot Award was first presented in 1972, and the award for books written in a language other than English was first presented in the year 2000. The Award of Distinction in each category recognizes works of exceptional merit.*

### NJCA: English Language (EL):

*Delage: Records and Grand Prix* by Daniel Cabart, and *Sébastien Faurès Fustel de Coulanges* published by OREP Éditions.

ISSN: 978-2815106115

The review panel is pleased to award a Cugnot to this important contribution to automotive history. Delage was a great marque well before WWI and was very successful on the track. After being founded in 1906, a year later a Delage finished second in the Coupe de Voiturettes, then won the 1908 Grand Prix des Voiturettes. The Delage type Y won the French Grand Prix in 1913 and to top it off won the 1914 Indianapolis 500 making for Rene Thomas’ greatest win as a driver.

*Delage* was the result of nearly 40 years in collecting pictures, archives, and research into the period press aimed at paying tribute to Louis Delage. The team of Cabart and Faurès proved effective in bringing this book to readers. According to Cabart, “Although about 90% of the material came from my archives, the writing is really a ‘four-hands’ writing. Faure’s cleverness and engineering knowledge has been absolutely essential to the quality of this book, mainly regarding the mechanical aspect of the text.” Together, the authors’ contributions have shed much light on the significant accomplishments of Delage both on and off the track.

—Edward Garten

### NJCA-EL: Award of Distinction:

*Joseph Fignoni: Le Grand Couturier de la Carrosserie Automobile, Volume One: Alfa-Romeo* by Peter M. Larsen and Ben Erickson, published by Moteurs!.

ISSN: 978-8797288207

The review panel’s judgment was that this outstanding contribution by Larsen and Erickson was deserving of an Award of Distinction. In 1923 Joseph Fignoni opened his coachbuilding enterprise in Paris. That same year Alfa-Romeo established a showroom just off the Champs-Élysées. From 1932 to 1935 a number of Alfa-Romeo 8C 2300 raced at LeMans with Fignoni bodies. Driven by Chinetti, Sommer, and Nuvolari they won three times, in 1932, 1933, and 1934, all in different cars. This important book tells the fascinating story of how these magnificent men in their magnificent mechanical machines came together and how the Fignoni shop became a beehive, buzzing with Alfa-Romeo activity, as a who’s who of racing drivers and wealthy patrons came by on a daily basis to oversee progress on their cars. All vehicles are described, chassis by chassis, and the work is lavishly illustrated with period racing photos. All of this is bol-

stered by new insights discovered by a close study of the Figoni archives.

—Edward Garten

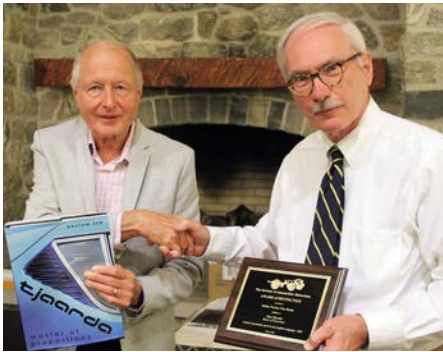
**NJCA-EL: Award of Distinction:**

*Tom Tjaarda: Master of Proportions*, by Gautam Sen, published by Dalton Watson Fine Books.

ISBN: 978-1854433138

See the book review in SAHJ #312, p. 13. —Ed.

The review panel's judgment was that this excellent contribution to automotive history was deserving of an Award of Distinction. Few automotive designers have had as impressive a resume as Tom Tjaarda.



The Nicolas-Joseph Cugnot Committee bestowed an Award of Distinction to Tom Tjaarda and publisher (l) Peter G. Morris accepting the award, presented by Ed Garten.

Among automotive enthusiasts his name is synonymous with the De Tomaso, Ferrari, Fiat, Innocenti, and Lancia marques, but he was also responsible for the successful workaday Ford Fiesta. Raised in Detroit when the American dream was beating out its rock-and-roll rhythm, young Tjaarda moved to Europe where he had a ringside seat at the heart of automotive styling and design activities in Turin, Italy. The lessons he learned there helped mold him into one of the most influential and important designers of the second half of the twentieth century. This book presents a comprehensive and richly illustrated appraisal of the life of a design giant, featuring all of his designs, both automotive and in several other fields.

—Edward Garten



Arthur Jones announced the Nicolas-Joseph Cugnot Award, Language other than English award.

**NJCA: Language other than English:**

*Mercedes-Benz C 111: Fackelträger, Traum-sportwagen und Rekordjäger* by Wolfgang Kalbhenn, Gerhard Heidbrink and Joachim Hack, published by Motorbuch Verlag

ISBN: 978-3613041370

See the book review herein on p. 12. —Ed.

**James J. Bradley Distinguished Service Award**

Not awarded.

*Award presented to a deserving library or archive, or to an individual within such an organization, for the preservation of historic materials relating to motor vehicles of the world. It is named in memory of James J. Bradley, noted curator of the National Automotive History Collection at the Detroit Public Library. The Bradley Award was first presented in 1982.*

**Richard P. Sarchburg Student Paper Award (RSSPA)**

*The Student Paper Award recognizes the best paper by a thesis-level student at an educational institution. The award is accompanied by a cash prize and publication of the paper by the Society. The award was first presented in 2001. It was renamed in 2008 in memory of SAH director, officer and professor Richard P. Sarchburg.*

**RSSPA: Graduate Award**

*“Models of Automotive Firms Past and Present: Insights from Transaction Cost Economics and Industrial History” by Mark P. Forbes, McMaster University*

Mark Forbes is a PhD student in History at McMaster University in Hamilton, Ontario, Canada, with a concentration in



John Heitmann (l) presents the Sarchburg Award to Mark Forbes.

economic history. He is interested in the history of independent American automak-

ers, particularly electric vehicle companies. He intends to expand his paper into part of his dissertation, and later plans to write a book exploring how economic theory can be understood through the history of the auto industry.

—John Mohr

**RSSPA: Undergraduate Award**

*“The Automobile and Black Americans” by William Thompson, University of South Carolina*

Will Thompson is a senior undergraduate majoring in history and political science at the University of South Carolina. He is interested in the history of the automobile as well as the history of policing and law in the United States. He is currently planning to attend graduate school, either in law or as a doctoral student in history.

—John Mohr



Han-Yi Huang won the Sarchburg award in 2020 for “Church Pews From Detroit: The Rise of the Drive-in Church in the United States Between the 1940s to the 1950s,” and she was recognized at this year's awards presentation in Hershey.

**Richard and Grace Brigham Award**

*Rare and Unique Vehicles*

Pál Négyesi, Editor and Publisher

ISSN: 2709-8303

*The Brigham Award is presented to the periodical which exhibits the best overall treatment of automotive history over all issues published during the previous calendar year. A publication may receive the Brigham Award only once in a five-year period. Mrs. Brigham and her late husband, both founding members of the Society, started the Society's newsletter, now SAH Journal, and magazine, Automotive History Review. The Brigham Award was first presented in 1990.*

This quarterly publication showcases, as the title suggests: rare and unique vehicles (mostly cars). Each issue follows a theme,

and the vehicles come from a variety of sources, from collectors to museums. The publication enjoys contributions in writing and consulting from a variety of writers, like *Ken Gross* and *David Cooper*. —*Ed.*

### E.P. Ingersoll Award

Not awarded.

*The Ingersoll Award recognizes excellence in presentation of automotive history in other than print media. E.P. Ingersoll was editor and proprietor of The Horseless Age, the first motoring magazine in the United States, and was instrumental in organizing the first vehicle trade organization. The Ingersoll Award was first presented in 1992.*

### Friend of Automotive History Award

**Donald Davidson**

*A person who has exhibited outstanding service in, and made outstanding contributions to, the field of automotive history may be named a Friend of Automotive History.*

*This award is not limited to members of the Society. It was first presented in 1983.*

Donald C. Davidson is the historian of the Indianapolis Motor Speedway, the only person to hold such a position on a full-time basis for any motorsports facility in the world. Davidson started his career as a statistician, publicist, and historian at USAC. His radio program, *The Talk of Gasoline Alley*, is broadcast annually throughout the "Month of May" on WFNI in Indianapolis, and he is part of the IMS Radio Network.

Davidson is a member of the Auto Racing Hall of Fame, the Richard M. Fairbanks Indiana Broadcast Pioneers Hall of Fame, and the USAC Hall of Fame. In 2016, he was named a Sagamore of the Wabash by Governor Mike Pence.

—Source: [wikipedia.org](https://www.wikipedia.org)

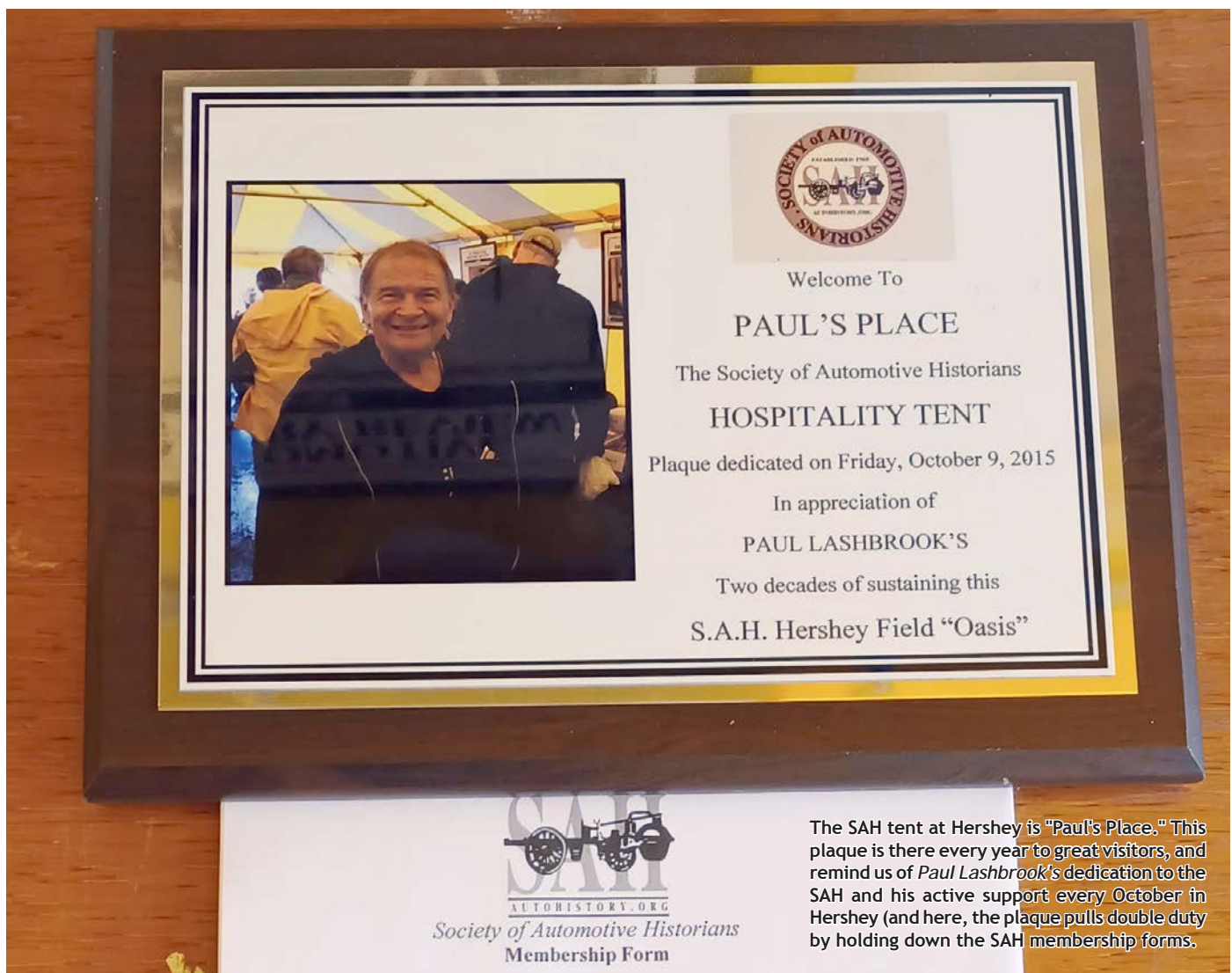
The awards presentation included a reading and recognition of winners from 2020



**Richard A. Lentiniello was the 2021 Friend of Automotive History Award recipient, and he was recognized at this year's awards presentation in Hershey.**

and 2021, given this was the first in-person awards presentation since 2019. Accordingly, due to the extra time needed for the awards presentation, the decision was made not to have a speaker or other presentation, as is the usual custom.

—*R. Verdés*



The SAH tent at Hershey is "Paul's Place." This plaque is there every year to great visitors, and remind us of Paul Lashbrook's dedication to the SAH and his active support every October in Hershey (and here, the plaque pulls double duty by holding down the SAH membership forms.



## ON THE ORANGE FIELD

The SAH's tent on the Orange Field at Hershey—every year at OBB 16-19 in its distinctive yellow and white striped tent—is an annual pilgrimage for members, and many non-members who stop by and then sign up for membership before leaving the tent. In the tent there are book and poster displays along with past issues of the *SAH Journal* and the *Automotive History Review*. The featured event at the tent was the authors' book signing with author recruitment and participation coordinated by *Helen Hutchings* with *Bob Barr*, and on-site activity coordinated by *Bob Barr*. We were pleased *Steve Rossi*, *West Peterson* and *Michael Furman* were able to participate this year. Here are the authors and their books:

**Studebaker's Last Dance: The Avanti**  
(ISBN: 978-0983957324)  
—*Andrew Beckman*

**Spellbinder: The Life of James J. Nance, Vol. One, 1900-1954**  
(ISBN: 979-8475797150)  
**Spellbinder: The Life of James J. Nance, Vol. Two, 1955-1984**  
(ISBN: 979-8484005208)  
—*Stuart Blond*

**The Model T: A Centennial History**  
(ISBN: 978-1421421179)  
—*Robert H. Casey*

**Saga of the Plainsman: The Extraordinary Life and Times of a Dream Car**  
(ISBN: 978-1532330636)  
**Creative Industries of Detroit: The Untold Story of Detroit's Secret Concept Car Builder**  
(ISBN: 978-1613252130)  
—*Leon Dixon*

**Champion of the Lark: Harold Churchill and the Presidency of Studebaker-Packard, 1956-1961**  
(ISBN: 978-0786474202)  
**Studebaker and Byers A. Burlingame: End of an Automotive Legacy**  
(ISBN: 978-0989490696)  
—*Robert R. Ebert*

**The Stanley Steamer: America's Legendary Steam Car**  
(ISBN: 978-1886727076)  
—*Kit Foster*

**Stewardship of Historically Important Automobiles**  
(ISBN: 978-0988273306)  
**Badass**  
(ISBN: 978-1732501737)  
**The Face of Change: Portraits of Automotive Evolution**  
(ISBN: 978-1732501713)  
**Concours Retrospective**  
(ISBN: 978-0988273344)  
—*Michael Furman*

**The Mobilgas Economy Run: A History of the Long Distance Efficiency Competition, 1936-1968**  
(ISBN: 978-0786475629)  
—*Dave Hermanson*

**Hector Halhead "Steam" Stewart: The History of Stanley Steam Cars in New Zealand and More**  
(ISBN: 978-0991101108)  
—*Donald Hoke*

**Inside the Fisher Body Craftsman's Guild: Contestants Recall the Great General Motors Talent Search**  
(ISBN: 978-0786471614)  
—*John Jacobus*

**Deadly Driver**  
(ISBN: 978-0999409985)  
**Fuelin' Around**  
(ISBN: 9780999409923)  
—*J.K. "Jim" Kelly*

**Field Guide to Aftermarket Parts, 1946-1948 Dodge**  
(ISBN: 9781476684468)  
—*Robert K. "Bob" Riley*

**Gearhead at Large: A Backroad Tour of Automotive History and the Old Car Hobby**  
(ISBN: 9781476681177)  
—*Steve Rossi with West Peterson*

**Classic Speedsters: The Cars, The Times, and the Characters Who Drove Them**  
(ISBN: 9781737983408)  
—*Ronald D. Sieber*

**Racing with Roger Penske: A History of a Motorsport Dynasty**  
(ISBN: 9781476687865)  
**Tony Hulman: The Man Who Saved the Indianapolis Motor Speedway**  
(ISBN: 9780786478828)  
**James Allison: A Biography of the Engine Manufacturer and Indianapolis 500 Cofounder**  
(ISBN: 9780786461653)  
—*Sigur E. Whitaker*

Please take a moment to look-up these authors and their books. We are grateful to them all for supporting SAH's annual book signing event. With a number of interesting titles announced for publication in the coming year and a dozen authors already signed up, the 2023 book signing will include new authors, and new titles. We extend many thanks all who volunteer to help "work the tent" each year—we could not do it without you.



## STELLANTIS GENEALOGY (PART II)

*Editor's note: Due to size limitations, this article is appearing in the SAH Journal as a four-part series presenting an overview of the automotive giant, Stellantis. This continuation is the second of the series—see the introduction in issue #317. Our author, Louis F. Fourie, is a past SAH president, and the author of the three-volume book, On a Global Mission: The Automobiles of General Motors International (see SAHJ #298, p. 11)*

### THE ITALIAN CONNECTION

—Continued—

#### ANSALDI

Michele Ansaldo created a joint venture with F.I.A.T. using their 10/12 HP T-head engine of 3053 cc for his 1904 car. It was claimed to be the first car with a pre-formed chassis. When Michele Ansaldo joined Matteo Ceirano at SPA, Fiat took over the operations in 1905 naming the car the Fiat-Ansaldo but changing the name again to Fiat Societa-Brevetti in 1906. These cars continued through to 1912.

#### S.P.A.

Matteo Ceirano and Michele Ansaldo formed Società Piemontesa Automobili trading under the name S.P.A. in 1906. A number of twin-, four- and six-cylinder engines were developed by Alberto Balloco before he moved to Itala. For 1922, a sporting 30/40 4.4-litre six arrived, featuring twin cams and four valves per cylinder. A year prior the STAR Rapid was absorbed into SPA only for the combination to become part of Fiat in 1925. Production of cars stopped but commercial and military vehicles continued.

#### ANSALDO

Gio. Ansaldo & C. was a huge armaments company, dating back to 1853 with

prior interests in ship-building and locomotive engines. The automobile division named SA Ansaldo Automobili grew out of idle aircraft engine operations. They built a variety of cars from 1919 to 1931, starting with an OHC 1847 cc four design by Ing Soliani, through sixes of 1991 cc and larger, moving on to a straight eight of 3532 cc. Fiat bought the aircraft operations, although an organization known as CEVA was tasked with disposing of the unsold stock of about 400 cars in 1932.

#### ZÜST AND O.M.

Following the death in 1897 of Roberto Züst, his sons transformed their father's turbine business into car manufacture in 1905, forming Ing. Robertu Züst Fabbrica Italiana di Automobili SA. These were large capacity machines reaching 11.3-litres. Another company, Brixia-Zust SA, concentrated on the smaller capacity cars starting in 1906 but the lack of profits from this operation resulted in the merger of the two companies



1931 O.M. Type 665 MM

into Fabbrica Automobili Züst from 1912 through to 1917 when the company was sold to O.M.

Società Anonima Officine Meccaniche (O.M.) began in 1899 manufacturing railway rolling stock from the merger of two companies, Grondona Comi & C and Miani Silvestri & C. Automotive operations

commenced in 1918 with the continuation of the Züst 4.7-litre S305 model under the O.M. name and lasting through to 1923, relying on the same Brescia factory. An Austrian engineer, Lucien Barratouché, created a range of cars from 1.4 to 2.0-litres, the latter being a successful six which won the first Mille Miglia in 1927.

Fiat took over O.M. in 1933, halting car production in 1939 but continuing the truck and bus operations which began in 1925. These commercial vehicles typically used Swiss Sauder diesel engines. The O.M. name ended in 1975 with the creation of Fiat's Iveco brand.

#### ALFA ROMEO

The formation of Anonima Lombarda Fabbrica Automobili or A. L. F. A. and later ALFA or Alpha occurred in 1909 with incorporation on June 24, 1910. This new company took over the assets of the Società Anonima Italiana Darracq that was formed in Naples in 1906, but moved to Milan before the end of the year and prior to any cars being built. Bankruptcy followed, three years later. In August 1915 Nicola Romeo took over management of the company and added his name in 1920 to create Alfa Romeo.



1931 Alfa Romeo 6C 1750-2

With the impact of the Depression, Alfa Romeo was taken over by the Italian state-owned Institute for Industrial Reconstruction (IRI) early in 1933 with Ugo Gobbato assigned by the IRI as company head.

By 1986, more than three decades under government ownership, Alfa Romeo was effectively bankrupt. Exploratory discussions to find a new parent had been conducted with General Motors, Chrysler, Nissan, Subaru, and BMW but only Ford showed serious interest. Giuseppe Tramon-tana, the Alfa Romeo head, preferred the Ford offer along with 66% of the company staff. Donald Petersen, President of Ford, thought he had a deal when he flew to Italy in mid-October 1986, but Fiat, playing the national sentiment, took over Alfa Romeo



on January 1, 1987, even though payment to the government was deferred six years and then spread out from 1993 to 1998.

## LANCIA

Vincenzo Lancia started his company in 1906 in Turin and maintained private ownership through to 1958. Carlo Pesenti, owner of Italcement, bought Lancia in 1958



1938 Lancia Astura V8

but to reject a hostile takeover, ceded Lancia to Fiat in 1969 for a symbolic one lira per share and the assumption of debts. Lancia joined Alfa Romeo in 1986 in the Alfa-Lancia Industriale as a subsidiary of Fiat. Currently only a single modest model caters almost exclusively to the Italian market.

## CHIRIBIRI

Fabbrica Torinese Velivoli Chiribiri & C was an aircraft and automobile manufacturer started by Antonio Chiribiri in 1910. After installation of a Chiribiri aero-engine in a Fiat chassis, first built in 1913, this car achieved a world record in 1918 over a kilometer. A much smaller 1-litre production car emerged in 1914 followed by several varieties around 1.5-litres, some with twin-cams and supercharging. The company folded on September 3, 1929, with its assets sold to Lancia.

## FERRARI

As is well known Enzo Ferrari was behind the Alfa Romeo racing successes in the 1930s. Ferrari began selling cars under his own name in 1947. Ford had hoped to acquire Ferrari in 1963 but the failed deal fired up Henry Ford II to beat Ferrari at



1952 Ferrari 250 MM

Le Mans, which happened in 1966. Fiat was able to gain a half interest in Ferrari in 1969, increasing their holding to 90% by 1988. Included in the 1969 Fiat acquisition, as a package deal, was Ferrari's default body builder Scaglietti & Company, even though Ferrari held no financial interest in the company run by Sergio Scaglietti. In January 2016, Ferrari went public in an IPO with the Agnelli family through Exnor NV, the largest single shareholder.

## ASA

The short-lived ASA automobile from Autocostruzioni Società per Azioni (ASA) was not acquired by either Fiat or Ferrari but certainly was a stepchild of the latter. In 1958 Ferrari engineers began experimenting with an 850 cc four-cylinder engine which was later increased to 1032 cc. A prototype nicknamed the Ferrarina (little Ferrari) was shown on the Bertone stand at the 1961 Turin Show, but without any Ferrari badges, called only the "Mille."

Enzo Ferrari entrusted development work carried out by his engineers to Oronzio de Nora and his son, Niccolò de Nora in



1967 ASA

1962. Giotto Bizzarrini handled the space-frame chassis design. Although the ASA 1000 GT was shown at the 1962 Turin Auto Show production only commenced in 1964 lasting through to 1967.

## ABARTH

In 1947 Carlo Abarth was the director of the Cisitalia racing team. When Cisitalia folded in 1949 Abarth acquired the company's assets with funding from Armando Scagliarini. On March 31, 1949, Abarth & C. was formed and continued producing the



1955 Abarth 209A Coupe Boano

Cisitalia designs under the Abarth name. The relationship with Fiat began in 1952 through the use of Fiat mechanicals for many of the Abarth cars. Similar relationships were created with Porsche, Lancia and Simca.

On July 31, 1971, Fiat acquired the company with an announcement delayed until October 15. Abarth & C was closed on October 1, 1981, with the performance role taken over by Fiat Auto Gestione Sportiva as a Fiat division. However, on February 1, 2007, Abarth & C. S.p.A. was resurrected and continues through to today as a Fiat performance brand.

## MASERATI

There were six Maserati brothers, all of whom except for Mario, were into automobiles. In succession they were Carlo, Bindo, Alfieri, Mario, Ettore, and Ernesto. Four of the brothers worked for Isotta Fraschini. In 1914 a service station was set up under the name Officine Alfieri Maserati by Alfieri and Ettore with Ernesto joining after WW I. Until they began building cars under their own name in 1926, they modified and built racing cars for Isotta Fraschini and Diatto. Bindo joined his brothers at Maserati in 1932 when his brother Alfieri died with Carlo having passed away in 1910.

In 1937 the remaining brothers sold the company to Adolfo Orsi but remained with the company for ten years before forming O. S. C. A. From 1968 Citroën held a majority interest during the joint development of



1956 Maserati A6G 2000 Frua Spider

the Citroën SM. By 1975 Citroën was in dire straits and about to be absorbed into Peugeot. A May 22, 1975, announcement that Maserati was being placed in liquidation prompted the Italian state-owned holding company GEPI to acquire control of Maserati on August 8, 1975, placing Alejandro De Tomaso in charge as president and CEO. In July of 1984, a merger with Nuova Innocenti was agreed upon and implemented the following year. Beginning

in 1984 Chrysler invested in Maserati from a 5% share, increasing to 15.6% by 1986.

De Tomaso acquired the GEPI interests in Maserati in October 1989 and by December sold 49% of Maserati S.p.A. to Fiat retaining the remaining 51%. However, on



1964 Lamborghini Miura P 400 S-2

May 19, 1993, Fiat gained full ownership of Maserati, but in July 1997 allocated a 50% interest to Ferrari. That arrangement was withdrawn in 2005 when Maserati was partnered with Alfa Romeo.

### LAMBORGHINI

Ferruccio Lamborghini founded his automotive company in 1963 after a spat with Enzo Ferrari about the quality of the Ferrari Ferruccio owned. The company was sold eleven years later but the owners went bankrupt. Fiat was not involved in any purchase of Lamborghini, but a future partner would become involved. Lee Iacocca of Chrysler jumped at the chance to snag Lamborghini in 1987 but had to dispose of the company in 1994 to Malaysian and Indonesian interests until 1998 when Volkswagen absorbed the company.

### INNOCENTI

Fernando Innocenti began production of Lambretta scooters in 1947. He graduated to automobiles in 1960 using BMC models, particularly the Mini. By 1972 BLMC had gained control only to have De Tomaso take over in February 1976. In the early 1980s with BLMC withdrawing its license agreement Daihatsu engines were used from 1982 but without Japanese equity. By 1990 Innocenti was split from Maserati and Fiat acquired 51% of their distribution company, but by 1992 production had ended and the company ceased in 1997.

### IVECO TRUCKS

The name Iveco, derived from Industrial Vehicle Corporation, was established in 1975 by Fiat to merge its truck and bus

brands, which from Italy were: Fiat of Turin, O.M. from Brescia and Lancia Special Vehicles, and from France: Unic and from Germany: Magirus Deutz.

### AUTOBIANCHI

An organization named after its founder, Edoardo Bianchi, began in 1885 building bicycles and eventually graduated to cars in 1899. Car production lasted through to 1939 but the company had difficulty restarting after WW II. On January 1, 1955, a new company called Autobianchi was formed with Bianchi, Fiat and Pirelli each contributing a third equity. It took until June 1958 before the new organization was able to gain access to the Bianchi's Desio plant. In this timeframe Giuseppe Bianchi, son of Edoardo, was terminated as manag-



1971-72 Autobianchi A111-1

ing director, leaving the company jointly owned by Fiat and Pirelli. Fiat gained full control in 1968.

The Autobianchi was based on Fiat mechanicals with a bit more styling flair. In some cases, their cars preceded the Fiat equivalent, and the 1964 Primula is recognized as the first transverse engine hatchback that subsequently became the format of many other makes. Towards the end, the Lancia Y10 was preceded by and based on the Autobianchi Y10. The brand name was retired in 1996.

### THE AMERICAN CONNECTION

The North American contribution to Stellantis provides a range of vehicles that do not compete against any other brands within the group, unlike some of the other makes in the European mix. It is also one of the better profit generators although its past history has been troublesome. In the current climate the absorption by Chrysler of American Motors Corporation, which included the Jeep brand, has been most successful.

### CHRYSLER CORPORATION

Walter P. Chrysler set a new path when in 1925 he decided to buy Maxwell, along with recently-acquired Chalmers that had also become bankrupt. This became the nucleus that would quickly transform into Chrysler Corporation, to which Dodge Brothers were added in 1928. The DeSoto and Plymouth brands were created within Chrysler.

### MAXWELL

Benjamin Briscoe became an early major investor in Buick but delays in the delivery of the first Buick prompted Briscoe to look elsewhere. Jonathan D. Maxwell, who previously gained experience at Oldsmobile, was lured away from the Northern Manufacturing Company to create a car bearing his own name for the Maxwell-Briscoe Motor Company in 1904.

Ironically the first attempt at a major amalgamation of automobile companies involved Maxwell. Briscoe first approached Billy Durant and Buick. In short order



1916 Maxwell

Cadillac and Ford expressed interest, but the proposal failed when the latter two demanded substantial cash payments rather than share exchanges. Durant subsequently formed General Motors in 1908. In 1910 Briscoe formed the United States Motor Company and added his previous merger with Columbia Motor Car Company, in which he incorrectly anticipated gaining control of the Selden patent. Further additions were the luxurious Stoddard-Dayton, the low-priced Brush, along with Gray Motors, Courier Car Company, and several other component operations. The entire U. S. Motor Company came crashing down in September 1912.

The investors brought in Walter Flanders, formerly from Ford and E. M. F., to salvage the mess, which involved the addition of the Metzger Motor Car Company (later renamed Flanders Motor Company)

to the pile. All that Flanders retained was the Maxwell. After Flanders' departure in 1919, Maxwell's quality deteriorated resulting in insolvency.

In 1920 Walter Chrysler, previously head of Buick, was brought in by bankers to salvage the company even though he was executive vice president at Willys-Overland. He ran both companies for a year to comply with a two-year contract which expired late in 1922.

### THOMAS-DETROIT AND CHALMERS

In 1908, after rising to the vice presidency of National Cash Register (NCR), Hugh Chalmers acquired the interests of E. R. Thomas in the Thomas-Detroit, a two-year-old company. The name was changed



1913 Chalmers Model 18

to Chalmers-Detroit. In September 1917, the company leased its facilities to Maxwell, but the two companies frequently sued each other. Following the arrival of Walter Chrysler in 1921 both Maxwell and Chalmers underwent voluntary receivership, and their operations were merged in 1922 into Maxwell-Chalmers. Whereas Maxwell received a new model in 1921, the Chalmers continued with existing designs, causing a decline in sales. The final version was built in late 1923 as a 1924 model.

### CHRYSLER

Having completed his contract with a revived Willys-Knight, Walter Chrysler



1959 Imperial

could plan his future. Three people he had encountered at Willys-Knight had left to form their own consultancy group. Chrysler christened them the "Three Musketeers": Fred M. Zeder, Owen Skelton and Carl Breer. Although the 1921 Maxwell was proving to be a success, Chrysler chose his own name for the introduction in January 1924 of the 6-cylinder model designed by his three engineers. Such was the success of Chrysler that on June 26, 1925, Maxwell shares were exchanged for equity in the newly formed Chrysler Corporation. The 4-cylinder Maxwell was replaced by the Chrysler 58 of 1926. Thus were the beginnings of a corporation whose sales would exceed Ford's in the immediate postwar years.

### DODGE

The inseparable and boisterous Dodge brothers were instrumental in enabling two manufacturers to reach new heights in the



1928 Dodge Brothers Victory

automotive world. From 1900 the brothers built bicycle bearings followed in 1902 with major components that helped achieve the highest production numbers up to their respective timeframes for the Curved Dash Oldsmobile followed by Ford and his Model T.

Ford retained their services on an exclusive basis, but as his production capacity increased the Dodge Brothers began planning a separation, going public on July 17, 1914, and creating their own car which arrived on November 14, 1914. Within six years both brothers had died in 1920 leaving their widows to seek new ownership.

Dodge Brothers was purchased in July 1928 by Chrysler for \$170 million.

### DESOTO AND PLYMOUTH

In addition to the arrival of Dodge in 1928, in July an entry level Chrysler brand was introduced as Plymouth followed next month by the DeSoto to fill the upscale gap between Dodge and Chrysler. Unfortunately,

the DeSoto brand withered and a November 18, 1960, announcement terminated the brand even though production of the 1961



1935 DeSoto Airflow

model year had already been announced and production continued through to the end of the month. However, South Africa fielded a 1962 DeSoto using Dodge components. The Plymouth name was put to rest four decades later with the final model, a Neon, built on June 28, 2001.

### FARGO AND RAM

The Fargo Motor Car Company of Chicago was initially totally independent



1939 Plymouth P8 Deluxe

from Chrysler producing trucks from 1913 to 1922. Chrysler formed the Fargo Motor Corporation in 1928 but with the acquisition of Dodge Brothers in the same year a line of light trucks existed under the name Dodge as well as medium and heavy-duty trucks using the name Graham Brothers dating from 1921. Graham branched off to build cars.

Although the Fargo name was dropped in the US at the end of 1930 it continued in use for export markets such as Canada until 1972 and to 1978 in Turkey although the name continued there under different ownership through to the next century

Splitting the truck brand of Ram from Dodge was decided in 2010 upon the merger with Fiat.

—Louis F. Fourie

# Book Reviews

## Mercedes-Benz C 111: Fackelträger, Traumspportwagen und Rekordjäger by Wolfgang Kalbhenn, Gerhard Heidbrink and Joachim Hack

Motorbuch Verlag (2021)

motorbuch-versand.de/

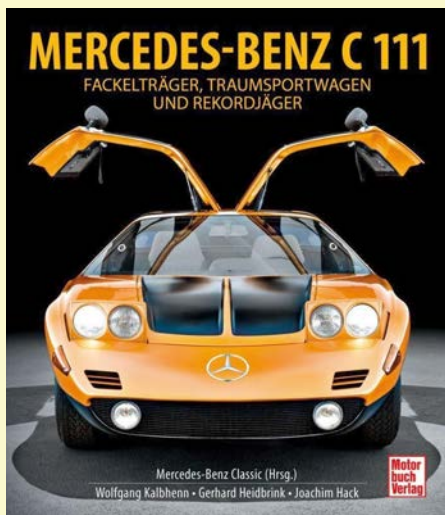
431 pages, 9.75" x 10.71" hardcover, in German

Over 900 images

Price: €9.00

ISBN-10: 3613041375

ISBN-13: 978-3613041370



*Editor's note: This book is the winner of the 2022 Nicolas-Joseph Cugnot Award, Language other than English.*

A 400-page book with almost 1000 illustrations about a 1960s prototype that was never available to the public. Although a total of 42 cars were built over a 12-year period and the land speed records it established expanded the prototype concept, the car never appeared on the street or in competition. When the Mercedes Museum revived a drivable car in 2014, public interest convinced the Classic Center to underwrite this scholarly work utilizing previously unavailable primary sources plus interviews with more than 50 participants. Exhaustive documentation establishes the book as the

definitive record of the C 111. Two of the authors are company men. Kalbhenn, an engineer, worked on the project, Heidbrink spent 29 years at the Classic Center, and Hack is an automotive journalist.

The subtitle, "Fackelträger," reflects the company's hopes when the car debuted in 1969. While "Fackel" means "torch," Fackelträger translates as flagship. It was featured as the successor to the 300SL, but this flag never even made it to half-mast. The book consists of three sections, all of which illustrate the complex and changing relationship between rotary power and the company's desire to enhance their sporting image. Paul Bracq designs were wind tunnel tested as early as 1962, but the project languished until revived in 1965 when Fritz Nallinger suggested a rotary motor, since Mercedes had improved performance of the original by adding a third rotor.

The first section, "Viel Licht und viel Schatten," details the rise and fall of the Wankel motor not only at M-B but worldwide. Its pros and cons are familiar to most readers, but the book details the factors that set Mercedes apart from NSU/Auto Union, Mazda, and GM. First and foremost was the need to protect M-B's reputation for quality and reliability. The authors contend that no other car company has the exacting standards that must be met before new technology can be introduced. More than 300 motors were built and tested but consistent survival of five hours full load on a test stand or a minimum of 100,000 Km on the road proved to be elusive.

Uncertainties about the Wankel played a role in the debate about the rotor in other Mercedes models, complicating costs and benchmarks given that two-, three-, and even four-rotor models would all be required. Expansion into other car lines meant that warranty costs would have to be considered since the factory was aware that 65% of NSU Ro 80 motors needed replacement after 18 months. Uhlenhaut was a skeptic who maintained that the Wankel could never compete with the new generation of V motors under development. He saw the C 111 with Wankel as a plus for the company's image, but development costs would not be shared, nor was it possible to agree on a number for the series: 50 or in the thousands.

The second section, "Dream Sports Car and rolling test laboratory," reviews the efforts to combine the performance of

a super car with the comfort of a GT. The fact that mid-engine location was considered essential was no help since Mercedes had no previous experience dealing with heat and noise inches from the passengers. The 2-rotor Wankel was compact but, as the multiple illustrations show, the four-rotor with noise suppression manifolds plus U.S.-required air-conditioning and sound systems was less so. The need for luggage space led to side mounted fuel tanks and the heat generated by the 4-rotor version required extensive ducting and plumbing. All good, but this parallel track further delayed finalization of a design suitable for series production. Even though the original had progressed to crash testing, the company felt a redesign was needed. What might have been "correctable" in 1970 became less so after the 1973 oil crisis, which led to budget restrictions that effectively gutted the program.

The authors confirm the well-worn Wankel narrative of poor gas mileage, high oil consumption and emissions colliding with increasing U.S. concern about safety and the environment, but considered uncertain reliability to be the single most important factor in the C 111 story. They also cite the limited market for pure two-seaters even when the engine isn't next to your ear and point to the fact that there were seven piston versions, four V-8s and three turbo diesels, suggesting that the failure to launch was not solely the result of Wankel problems.

I share the authors' convictions that the C 111 represents a worthy milestone in automotive history, admittedly because of its role in the rise and fall of the Wankel. The Classic Center deserves credit for publishing what would have been otherwise lost on the factory archives.

—Frank E. Gump

## Lime Rock Park: The Early Years 1955–1975 by Terry O'Neil

Dalton Watson Fine Books (2022)

daltonwatson.com/

680 pages, 9½" x 13" hardcover, index

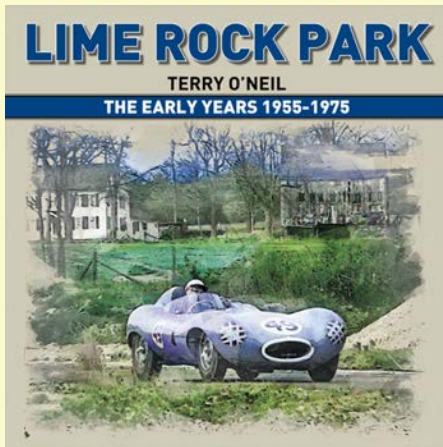
1070 b/w & color illustrations

List Price: \$225 / £170

ISBN-10: 1854433164

ISBN-13: 978-1854433169

*"Such was the interest and vision of the SCCA delegation in the potential of the site, that Jim Vaill approached the Lime Rock town authorities in early spring of 1955 to put forward his idea of building a road course on the site of*



*the gravel pit and surrounding area, and seek their permission to do so. He explained that he wanted to copy the ideas of European circuits, and hold similar events that would attract large crowds of spectators, that in turn would benefit the economy of the area.”*

If the history of America’s oldest race tracks is on your radar then so will author Terry O’Neil’s name. Of his last book, the similarly monumental *The Golden Days of Thompson Speedway & Raceway* in 2018, we said that O’Neil had found a niche—plumbing the depths of American sports car racing—and owns it. When he wrote the Thompson book this Lime Rock Park opus was already in the works, as was another one, yet to be published, which may well turn out to be about one of the other granddaddies like Road America (Wisconsin) or Laguna Seca or Willow Springs (both California). All four venues opened at about the same time and while O’Neil several times declares Lime Rock Park “America’s oldest continuously operated road course” LRP Corp. is content with calling the circuit “one of America’s oldest.” What no one can argue about is that LRP has today exactly the same layout as it did when it started, which makes it utterly unique in that regard—and that there are no grandstands/bleachers! That the track is as short as many people’s neighborhood strolls (around 1.5 miles depending on how you measure) is neither here nor there but it does make for busy laps (6 corners) whose drama is further enhanced by serious elevation changes. As LRP’s current General Manager Michael Rand says in his Foreword, “*Many love it, some may loathe it, but all respect it.*”

The “loathing” part is actually also something that is very specific to “the Road Racing Center of the East” in that the surrounding community has been at odds

with LRP at all times since the beginning, bringing lawsuit after lawsuit even though the town fathers had initially given the owners of the 385-acre site 2:1 approval back in 1955. A quick look at the book’s Table of Contents shows right away that the book will be as much about racing as about business and legal matters (facsimiles of several court documents make up a good many pages in the Appendix).

O’Neil is always very thorough in explaining his MO and the generic and specific limitations to research of race data such as participants (cf. listed v. actual) and results. Read those opening remarks and read them again to avoid stumbles. Matters at LRP are not helped by the fact that a multitude of sporting organizations as well as motor and marque clubs used and still use the track and each is in charge of its own record-keeping, certainly and especially so in those first two decades this book covers when there were four changes of ownership. It is really only in the decades since Skip Barber became owner (1984) that there is any sort of normalcy. Those first 20 years took 680 pages to cover—imagine how many more will be needed if O’Neil ever brings the story up to date!

The book progresses in chronological order by year and within that by event. Each race is described in narrative form and then summarized at the end of each chapter in tabular form (above). One has to assume that a reader of this sort of niche book will have personal or historical criteria that bring them to the book in the first place. There is

# If you thought you knew everything about automobiles...



**RARE & UNIQUE VEHICLES**

an enormous wealth of minutiae here but readers with more general interests will also be drawn in by the sweeping connecting of dots in regards to drivers and cars. (Did you know, for instance, that “the most trusted man in America”—Walter Cronkite—was a racer before he became a broadcaster?) The 1000+ photos, many of which are new to the record, ought to intrigue pretty much anyone with an imagination, and the longer you look the more you discover. Volvos and DKWs and Goggomobils (Cronkite raced one; there is a photo of him folding himself into this hat box of a car) sharing the track with Coopers and Lister-Jaguars; the greatest of racing personalities alongside locals you’ve never heard of; and no really hair-raising accidents because state of the art safety features were another thing that set LRP apart.

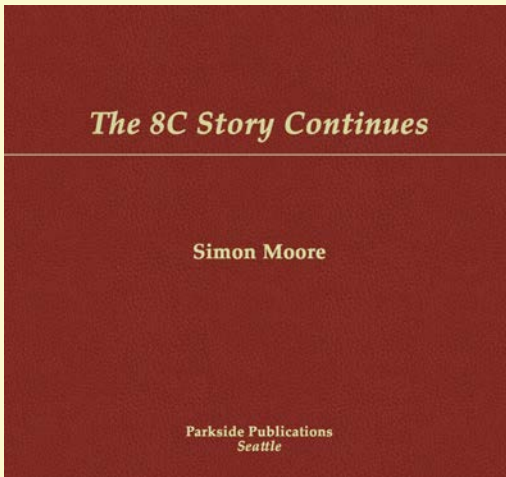
The very deep Index is divided into people and cars, and all illustrations list their sources. The book is limited to 750 copies of which 150 signed/numbered books are available only through the publisher

direct (at the regular MSRP). The sheer size and heft of the book lead to the unavoidable comment that this is a very unwieldy honker to handle; the 760-page Thompson book had been in two volumes.

If you consider O’Neil’s body of work as a whole, not only the books but the stacks of magazine reports, you cannot help but marvel at a mind that works in mysterious ways. He said he enjoyed writing this book—and, really, why else would one do it?—but anyone who has ever organized a research project of this magnitude will have at least an inkling of what unfathomable frustration an author has to overcome. Whatever O’Neil’s next book is, make room for it now.

—Sabu Advani

**The 8C Story Continues**  
 by Simon Moore, edited by Malcolm S. Harris  
 Parkside Publication, Inc. (2022)  
 gpalfabook@gmail.com  
 516 pages, 10¾" x 10½" hardcover  
 585 b/w, 105 color images, and 78 tables and illustrations, index  
 Price: £360 UK / £360 Abroad  
 ISBN 10: 0982077432  
 ISBN 13: 9780982077436



This review appears courtesy of speedreaders.info where it was first published in substantially similar form.

In short, this is (as the title page states) “An Addendum containing newly discovered historical information and photographs relating to the three previous books: *The Legendary 2.3*

(published 2000)<sup>1</sup>, *The Immortal 2.9* second edition (published 2008)<sup>2</sup>, and *The Magnificent Monopostos* (published 2014).” All three of those can be seen at [parksidepublications.com](http://parksidepublications.com).

I’ll describe *Simon Moore* by quoting and agreeing with author *Peter M. Larsen* from his 2021 *Joseph Figoni* book (see *SAHJ* #309, p.10): “... known to most as the planet’s leading Alfa-Romeo authority.” While the above “raison d’être” as an addendum is true, a review of the 516 pages of *The 8C Story Continues* makes it clear that it is a supremely valuable standalone work. There are 188 chapters listed in the table of contents, of which 20 are subject related, and the rest are titled by chassis (from 2111001 to 412151). Each of those chassis chapters is filled with photos, illustrations and stories of each. How is this not a standalone scholarly work?

This book was indeed designed to work as an addendum. The author’s “intention has been to focus on ‘new’ historical information and photographs, not with changes of ownership, auction results, subsequent restorations, concours appearances, historic racing results or other events that have occurred since the (other) books came out.”

Since it is a marque-specific work, it is helpful to have that interest to own this book, but if you have any of the other three books (especially *The Legendary 2.3*), you truly need this book. There is no taking away—with marque interest or not—of

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the sheer joy of reading through a chassis-by-chassis tour as presented herein by *Simon Moore*, as edited by *Malcolm Harris*... hence, a pithy review displaying this superlative work does the job well.

—R. Verdés

<sup>1</sup> Winner: 2001 Cugnot, Award of Distinction (see *SAHJ* #195, p. 6)

<sup>2</sup> First edition was co-winner: 1987 Cugnot. (see *SAHJ* #111, p. 1)

## In Memoriam

### Christopher A. Ritter (1979-2022)

**C**hristopher A. Ritter, 43, library director for the Antique Automobile Club of America Library and Research Center in Hershey, Pennsylvania (PA), was tragically killed Monday, September 26, while on a father-son golf outing.

Ritter was golfing with his father at Manor Golf Course in Spring Township, Berks County, when a falling tree limb



struck him while he was sitting in their golf cart, causing a fatal head injury.

He was an SAH member and former board member and had served as the

AACA library director since 2008. He handled the transfer of the AACA Library and Research Center to the new national headquarters at 800 West Hersheypark Drive and the gifting of the McKean Collection from the Philadelphia Free Library to the AACA Library.

A resident of Bethel, PA, he was a graduate of Wilson Senior High School, received a bachelor's degree from Bloomsburg University (PA) and a master's degree from the University of Pittsburgh. In the old car world, Chris will be remembered for the Library & Research Center Archive column in every issue of *Antique Automobile* and for starring as the "Car Geek" in the television series *The Appraisers*.

He leaves a wife, Tamara G. (Meyer) Ritter; two sons, Pierce D. and Case J. Ritter; a sister, Holli A. Artim; and a brother, Josh G. Kunsman. He will be greatly missed by not only his family but the literally thousands who connected with him while doing research or seeking information on their car at the AACA Library & Research Center Archive. A celebration of life service was held on Sunday, October 16, in Bethel.

—William S. Jackson

## DELTIOLOGY REVISITED

Deltiology is the study and collection of postcards. This is a continuation of the article from *SAHJ* #306, page 7. The idea is: postcards are a great source to find unique photos, complete with context, of automobiles through time. Here is another example. Front image: "Winner of Savannah Trophy," and postmarked March 31, 1908.



## RACING WITH RICH ENERGY

How a ROGUE SPONSOR TOOK FORMULA ONE FOR A RIDE

Elizabeth Blackstock and Alanis King



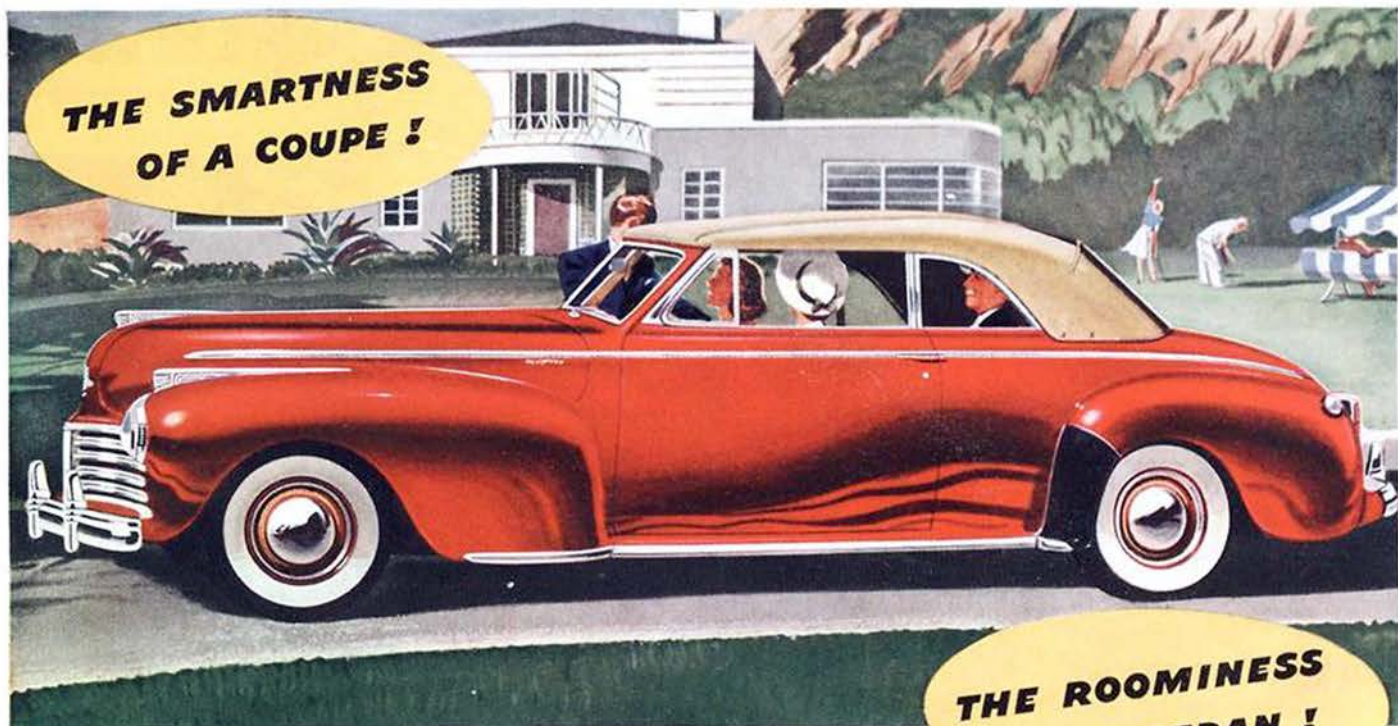
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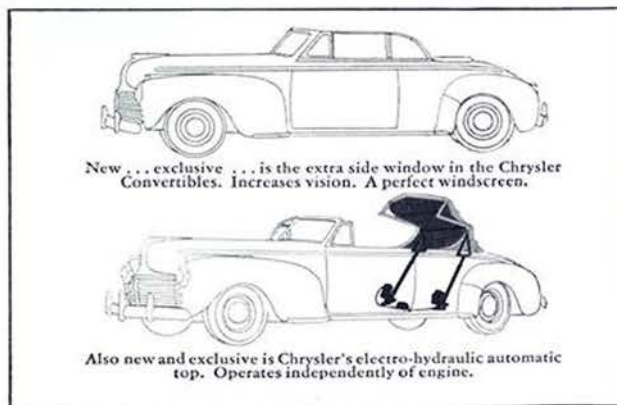
**W**illiam Storey, the founder of British energy drink startup Rich Energy became a multimillion-dollar sponsor of the 2019 Haas Formula One team a year after records showed Rich Energy having a mere \$770 in the bank. He equated his doubters to moon-landing truthers and publicly mocked both the Haas team and the entities winning legal disputes against him. But where were actual cans of Rich Energy, and did the supposed sponsorship funds exist?

In the six months between Storey's first race as a Formula One sponsor and his very public exit, he stole the spotlight with a loud mouth and an active Twitter account. This book uncovers the complete, bizarre story.

292 pages \$29.95 softcover (6 x 9) 2022  
4 photos, appendices, notes, bibliography, index  
ISBN 978-1-4766-8880-0 Ebook 978-1-4766-4792-0



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