

NEW SPECIAL SECTION!

FABULOUS CARS OF THE FIFTIES

Hemmings



# CLASSIC CAR

THE DEFINITIVE ALL-AMERICAN COLLECTOR-CAR MAGAZINE

JUNE 2018 #165



**HUDSON'S BABY**  
1957 METROPOLITAN



**FLATHEAD POWER**  
1935 FORD PICKUP

# 1941 DODGE LUXURY LINER

THE UPSCALE MID-PRICED SEDAN



RESTORING A  
**1931 FORD  
MODEL A —  
PART II**



**PLUS**  
1927 LA SALLE  
PREWAR FABRICS  
1963 CHRYSLER



**AUTOMOTIVE  
FINE ARTS  
SOCIETY**  
PROFILE



# LET'S DO THIS!

Your car is your dream. We can supply the largest selection of GM restoration parts and accessories to make that dream a reality.

OPGI offers complete grille kits for 1964-72 Chevelle/El Camino. Available online at [opgi.com](http://opgi.com)

1972 Chevelle SS Grille Kit Deluxe, with Headlight Bezels



ORDER YOUR FREE 2018 CATALOG TODAY



VISIT US ONLINE  
**OPGI.COM**

CALL US TOLL FREE  
**800.243.8355**

CONNECT WITH US ON  
f i y

**35 YEARS**  
OF EXCELLENCE

# TRUE LEGACY.



1957 DeSoto Firedome Sportsman  
Firestone Whitewall 750-14



Starting at:  
**\$156**

**BFGoodrich  
Silvertown Radial**

• Perfect For Restored Classics!



Starting at:  
**\$240**

**Excelsior  
Stahl Sport Radial**

• Many Sizes for Pre-War Cars



Starting at:  
**\$200**

**American Classic  
Bias-Look Radial**

• 9 sizes, Whitewall or Blackwall



Starting at:  
**\$168**

**BFGoodrich  
Silvertown Bias Ply**

• Authentic Styling for Classics



Starting at:  
**\$160**

**Coker Classic Radial**

• World's First Modern Radial  
Construction Wide Whitewall



Starting at:  
**\$181**

**Firestone Bias Ply**

• Authentic Fitment and Styling  
• Wide Range of Sizes



Starting at:  
**\$86**

**O.E. GM/Ford**

• Primer Or Chrome



Call For  
Price

**Model A Wire Wheels**

• Primer Or Powder Coat



Starting at:  
**\$389**

**Thunderbird Wire Wheel**

• Fits 1955-1968 Thunderbird

## YOUR CAR IS YOUR LEGACY.

Refine it with authentic tires and wheels, and get unmatched customer service when you buy direct from Coker Tire. Online or by phone, we provide the right tires and wheels for the greatest collector vehicles in the world!



As always, **FREE** mount, balance and nitrogen inflation with purchase of a full tire and wheel set. Over \$100 value!

SPEAK TO A TIRE & WHEEL EXPERT  
**866-922-0394**

SHOP ALL OF OUR BRANDS  
**COKERTIRE.COM**

# CONTENTS

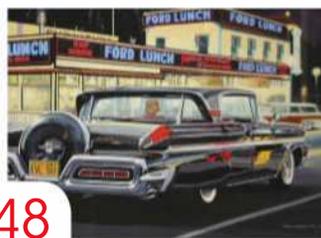
HEMMINGS CLASSIC CAR • JUNE 2018 • VOLUME 14, ISSUE 9



22

## FEATURES

- 22 **1927 La Salle Series 303 Sport Phaeton**
- 30 **driveReport: 1941 Dodge Luxury Liner Deluxe**
- 44 **Driveable Dream: 1957 Hudson Metropolitan**
- 64 **History of Automotive Design: Prewar Interior Fabrics**
- 72 **Specialist Profile: Automotive Fine Arts Society**
- 76 **Restoration Profile: 1931 Ford Model A Pickup—Part II**



48



52



64



84

## DEPARTMENTS

- 08 NEWS REPORTS
- 10 LOST & FOUND
- 12 AUCTION NEWS
- 14 ART & AUTOMOBILIA
- 18 PRODUCTS & PARTS
- 20 AUTOMOTIVE PIONEERS
- 42 RECAPS LETTERS
- 84 DETROIT UNDERDOGS
- 86 I WAS THERE
- 87 REARVIEW MIRROR
- 95 ODDIES BUT GOODIES

## COLUMNISTS

- 06 RICHARD LENTINELLO
- 36 PAT FOSTER
- 38 BOB PALMA
- 40 DAVID CONWILL
- 96 JIM RICHARDSON

## CLASSIC TRUCK

- 88 1935 FORD HALF-TON

48

## SPECIAL SECTION: CARS OF THE FIFTIES

- 50 ULTRA-RARE CONVERTIBLES
- 52 MOST POWERFUL ENGINES
- 54 MOST CHROMED MODELS
- 56 LIMITED-PRODUCTION STATION WAGONS
- 57 ODDBALL OPTIONS
- 60 1957 LINCOLN PREMIERE



**JUNE 1ST TO 3RD, 2018**

**Sale of Classic and Investment Grade Collector Cars  
Now Accepting Consignments, 5% With Reserve, 3% Without Reserve.**

---

You're cordially invited to our Sale of Fine Classic and Investment Grade Collector Cars Located in the Ballroom of the Embassy Suites Hotel & Conference Center **Norman, Oklahoma.**

WheelerAuctionGroup.com | 833.599.8999 | Info@WheelerAuctionGroup.com

**YOUR CLASSIC  
DESERVES THE BEST!**



*Dependable Vintage Tire  
Sales & Service Since 1968.*



**SAME DAY SHIPPING**  
from Hershey, PA

on in stock items  
ordered before 12 noon EST

**OUR TIRE PROS ARE HERE TO HELP**

**877-217-2558**  
**universaltire.com**

**PUBLISHER**  
Jim Menneto, President

**EDITORIAL**  
**Terry McGean, Editor-in-Chief**  
**Richard Lentinello, Executive Editor**  
J. Daniel Beaudry, Managing Editor; Interactive Editor  
Catherine Gee Graney, Managing Editor  
Thomas A. DeMauro, Senior Editor  
Matthew Litwin, Senior Editor  
Mark J. McCourt, Senior Editor  
Kurt Ernst, Editor, *Hemmings Daily*  
Mike McNessor, Editor, *Hemmings Motor News*  
Daniel Strohl, Web Editor  
David Conwill, Associate Editor  
Jeff Koch, West Coast Associate Editor  
Terry Shea, Associate Editor  
Edward Heys, Design Editor  
Judi Dell'Anno, Graphic Designer  
Joshua Skibbee, Graphic Designer  
Jim O'Clair, Columnist/Parts Locator  
Tom Comerro, Editorial Assistant

**CONTRIBUTORS**  
Patrick Foster, Walt Gosden, Bob Palma, Jim Richardson,  
Milton Stern, Russell von Sauters

**ADVERTISING**  
**Tim Redden, Internet Sales Manager**  
Randy Zussman, Senior Account Executive  
Stephanie Sigot, Ad Sales Coordinator  
Account Executives: Tim McCart, Lesley McFadden,  
Heather Naslund, Mark Nesbit, Collins Sennett, Bonnie Stratton

**MARKETING**  
**Dan Stoner, Marketing Director**  
**CIRCULATION**

**Scott Smith, Circulation Director**  
**Kathy Ryder, Circulation Manager**  
Kaitlyn Beattie, Sandy Beattie, Bev Brees, Peter Church,  
Dorothy Coolidge, Donna Goodhue, Amy Hansen, Merri Mattison,  
Jamie MacJarrett, Alaina Seddon, Amy Surdam

**CLASSIFIED SALES/GRAPHIC SERVICES**  
**Jennifer Sandquist, Director**  
**Jeanne Bourn, Classified Manager**  
**Carol Wigger, Graphic Services Manager**  
**Mary Pat Glover, Graphic Services Coordinator**  
Jennifer Bono, Allen Boulet, Raina Burgess, Tracy Bushee,  
Tammy Bredbenner, Mary Broit, Samantha Corey, Nicole Deuel,  
Christopher Drayton, Karen Gaboury, Carrie Houlihan,  
Adelaide Jaquith, Harlan Kip, Abby Shapiro, Missy Telford

**INFORMATION SERVICES**  
**Gregory Hunter, IS Director**  
Robin Burdge, Jeremy Meerwarth

**HEMMINGS DIGITAL**  
**Steve Berry, General Manager**  
**May King, Web Developer**

Kendall Carey  
**ADMINISTRATION**  
**Mari Parizo, Business Manager**  
Jessica Campbell, Freda Waterman

**FACILITIES**  
Steve Adams, Brad Babson, Paul Bissonette, Joe Masia  
**CAR SHOW REPRESENTATIVES**  
**Mary Pat Glover, Car Show/Event Manager**  
Jeff Chao, Rob Ware

**HEMMINGS CLASSIC CAR**  
ISSN# 1550-8730 • www.hemmings.com  
Published monthly by **Hemmings Motor News**  
222 Main St., Bennington, VT 05201

**TO SUBSCRIBE:**  
Call: 800-227-4373 ext. 79550 or 802-442-3101 ext. 79550  
Fax: 802-447-9631  
Mail: 222 Main St., Bennington, VT 05201  
Mail: P.O. Box 196, Bennington, VT 05201  
Email: hmssubs@hemmings.com  
Online: www.hemmings.com  
Subscription rates in U.S. and Possessions 12 issues for \$18.95,  
Canada \$30.95 (price includes surface mail and GST tax). All other  
countries \$32.95 in U.S. funds. Occasionally, we make our subscriber list  
available to carefully screened companies that offer products and services  
that we believe would interest our readers. If you do not want to receive  
these offers and/or information, please advise us at P.O. Box 76,  
Bennington, VT 05201, or call 800-227-4373.

**TO ADVERTISE:**  
Call: 800-227-4373 ext. 79630 or 802-442-3101 ext. 79630  
Email: adsales@hemmings.com  
Online: www.hemmings.com  
Periodicals Postage Paid at Bennington, Vermont,  
and additional mailing offices.

**POSTMASTER:** Send address changes to Hemmings Classic Car,  
P.O. Box 196, Bennington, VT 05201  
American City Business Journals, Inc.,  
120 West Morehead St., Charlotte, NC 28202  
Ray Shaw, Chairman (1989-2009)  
Whitney Shaw, CEO



DANA MECUM'S  
31st ORIGINAL SPRING CLASSIC

# INDY

MAY  
15-19

INDIANA STATE FAIRGROUNDS • INDIANAPOLIS, IN

2,000 VEHICLES

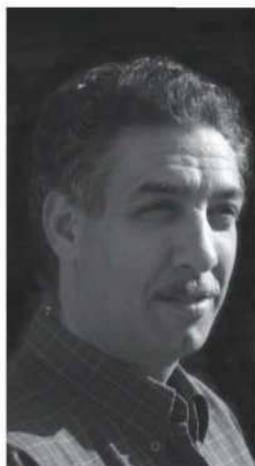


To be offered ...  
1934 AUBURN 850V PHAETON

**MECUM**  
AUCTIONS

THE EXPERIENCE BEGINS AT [MECUM.COM](http://MECUM.COM)

CONSIGN OR REGISTER TO BID



## Preserving Four-Door Sedans

Take a close look at any vintage photograph or magazine article from the 1940s, '50s, and throughout the '60s, as well as any movie or television show that was set during that same time frame, and the majority of cars shown will be four-door sedans. Even your family's photo album will depict mostly four-door sedans lurking somewhere in the background. But, go to any car show, concours, or cruise night today and you'll be hard pressed to believe that four-door sedans even existed; what you'll see mainly are hardtops, convertibles, and coupes. Even station wagons seem to outnumber them. So, where have all the four-door sedans gone?

Even before the 1940s—going back to the late Teens and early 1920s—four-door sedans were the mainstay of Detroit's bustling auto business. Built in the greatest numbers, far exceeding two-door models by a wide margin, four-door sedans were the models that everyone bought. They were the cars of the common man, regardless of where in America you lived. They were always the most affordable, spacious, and readily available for purchase from dealers and used-car lots everywhere. It was the model that growing families wanted and needed. And they were priced right.

Outside of the 1930s and into the '40s, when Ford's lower-priced two-door Tudor outsold the four-door Fordor range by a huge margin, four-door sedans have by and large been manufacturers' bread-and-butter cars. They were the models that were expected to sell best, and sell they did, in large quantities. As a result, no other body style was more responsible for helping make Detroit the manufacturing powerhouse that it became than the four-door sedan.

Sadly, car collectors today don't feel the same way about this endearing body style as the people who originally bought them when they were new. Many collectors and enthusiasts look upon that extra set of doors with a disapproving sense of hatred. But, oh how wrong they are.

In many cases, people, especially newcomers to the collector-car hobby, only want to buy hardtops, coupes, and convertibles because those are the cars that everyone else owns; those are the

cars that they think will get them more attention; and those are the cars that are better for their "investment." At least that's what they've been led to believe. Although there's truth regarding the four-door sedan's lower investment potential, its lesser value also means that this style is more affordable to a greater number of enthusiasts, thus allowing more people to take part in this great pastime of ours.

Yet the most significant reason why we need to preserve and restore four-door sedans is

because they are intrinsically linked to our country's history. The way we preserve Victorian houses, brownstones, turn-of-the-century mills, sawtooth buildings, and mid-century



modern ranches—each of which is an essential and valuable part of our architectural heritage—the four-door sedan is just as vital and notable to our transportation heritage.

That is why I felt honored to have had the opportunity to photograph the 1941 Dodge in this issue. During the two days that I spent at the NB Center for American Automotive Heritage, I photographed 12 automobiles, eight of which were four-door sedans. No other collector or organization that I know of appreciates these forgotten works of automotive art to the extent that the NB Center does, or is willing to invest the time and money in four-door sedans and restore them to a standard that is equal to any classic found on display at Pebble Beach. The NB Center's passion for these overlooked cars is unsurpassed, and I applaud them for it.

Through the years, I've owned six four-door sedans of varying makes, yet my favorite by far was my white 1978 Buick Electra. After my Saturn SL2 sedan, that Buick was truly the best car I ever had. The red interior with the silver-faced instruments was both comfortable and inviting, and it rode and handled like a dream. If I could find another 1977 to '84 Electra four-door as original and well preserved as my old Buick was, I'll buy it in a heartbeat. And preserve it for posterity. 🐾

Write to our executive editor at [rlentinello@hemmings.com](mailto:rlentinello@hemmings.com).

“  
...no other body  
style was more  
responsible for  
helping make  
Detroit the  
manufacturing  
powerhouse that  
it became than  
the four-door  
sedan.”



# Building Great Times Together

For 50 years, Summit Racing Equipment has been by your side, helping you feel the thrill of an engine roaring to life and the rush of cruising Main Street in your customized classic. Buckle up. Let's go!

*Everything you need for anything you drive.*



**Door Shells**  
Keyword: OPG Door Shell  
as low as \$369.99 each



**Hoods**  
Keyword: AMD Hood Each  
as low as \$314.99 each



**Paint Masking Station**  
Keyword: APT Masking Station  
APT-ASMS-2 \$59.99 each



**Radiator Core Supports**  
Keyword: GMK Core Support  
as low as \$112.99 each



**Goodyear Super Cushion Deluxe Tires**  
Keyword: KTC Cushion Deluxe  
as low as \$239.99 each



**57 Series Buick-Style Chrome with Black Powdercoated Slot Wheels**  
Keyword: WVI Buick Slot  
as low as \$207.99 each



**Trunk Floor Panels**  
Keyword: SHI Trunk Floor Panel  
as low as \$52.99 each



**Ignitor II® Solid-State Ignition Systems**  
Keyword: PNK Solid Ignitor II  
as low as \$98.99 each



**Rear Seat Frame and Springs for 1967-69 Camaro**  
Keyword: OER F Rear Seat  
as low as \$599.99 kit



**Emblems**  
Keyword: OAM Emblems  
as low as \$19.99 each



**Auto Fuel Tank Sealer Kit**  
Keyword: KCO Auto  
KCO-53000 \$66.99 kit



**Elite Series Body Cart**  
Keyword: WMP Elite Series  
WMP-BCE-0210 \$598.99 each

**UNBEATABLE SERVICE, TECH ADVICE, SATISFACTION, AND SELECTION.**



Call by 10 pm EST: In-Stock Parts Shipped That Day!

1.800.230.3030 • Int'l: 1.330.630.0230



FIND IT AT **SummitRacing.com**

SCode: 1806HC • Prices subject to change without notice. Please check SummitRacing.com for current pricing. Typographical, description, or photography errors are subject to correction. Some parts are not legal for use in California or other states with similar laws/regulations. Please check your state and/or local laws/regulations. © 2018 AUTOSALES, INC.



## Hupmobile Hangout

**THE DATES HAVE BEEN ANNOUNCED FOR THIS YEAR'S HUPMOBILE CLUB NATIONAL Tour and Meet**—June 3-7 at the Holiday Inn and Convention Center in Staunton, Virginia. The tour will take place in the Shenandoah Valley region and visit many sites of interest, including Luray Caverns, the Car and Carriage Museum, the Woodrow Wilson Presidential Library and birthplace, and the Natural Bridge. Special room rates are available, and all participants are encouraged to belong to the Hupmobile Club of America. For more details, contact Eric Kirk at 540-667-4483 or at ek52hudson@yahoo.com.

## Cadillac Grand National

**CADILLACS WILL DESCEND UPON CENTRAL TEXAS** this June 5-9 with the host hotel, the Embassy Suites, in San Marcos, Texas. Several tours are scheduled to take place in the San Antonio and Austin areas, including the Alamo and San Antonio River Walk, as well as a Fredericksburg History and Landscape Tour. In addition to tours, there will be all things Cadillac with several tech seminars, swap meet, indoor and outdoor flea market, car corral, and a judged car show. Full itinerary and registration forms can be found at [www.cadillacasalleclub.org](http://www.cadillacasalleclub.org).



## Early Ford V-8s

**APPROPRIATELY, DEARBORN, MICHIGAN,** will be the site of the Early Ford V-8 Club's Grand National Meet this June 11-15. The event will include tours around the area, including the Village Industries Bus Tour, Greenfield Village, and Benson Ford Research Center, plus a private after-hours Ford Rouge Factory tour. Daily meetings and seminars will be held as well as a swap meet every day. A judged car show will take place June 14 with an awards banquet scheduled for the final day. A full rundown of tours and events, hotel information, and registration forms are available at [www.2018gnm.com](http://www.2018gnm.com). Direct any questions to [registration@2018gnm.com](mailto:registration@2018gnm.com).



# JUNE

**1-3 • Ford Nationals** • Carlisle, Pennsylvania  
717-243-7855 • [www.carlisleevents.com](http://www.carlisleevents.com)

**1-3 • Greenwich Concours d'Elegance**  
Greenwich, Connecticut • 203-618-0460  
[www.greenwichconcours.com](http://www.greenwichconcours.com)

**2-3 • Huntington Beach Concours d'Elegance**  
Huntington Beach, California • 714-375-8414  
[www.hbconcours.org](http://www.hbconcours.org)

**3 • Sumter Swap Meet** • Bushnell, Florida  
727-848-7171 • [www.floridaswapmeets.com](http://www.floridaswapmeets.com)

**7 • Hemmings Cruise-In**  
Bennington, Vermont • 800-227-4373

**8-10 • The Elegance at Hershey**  
Hershey, Pennsylvania • 717-500-5191  
[www.theeleganceathershey.com](http://www.theeleganceathershey.com)

**10 • Tri Chevy Association Swap Meet**  
Peotone, Illinois • 630-200-0755  
[www.peotoneswapmeet.com](http://www.peotoneswapmeet.com)

**12-16 • Petit Jean Show and Swap Meet**  
Morrilton, Arkansas • 501-727-5427  
[www.motaa.com](http://www.motaa.com)

**15-17 • Pittsburgh Parts-A-Rama**  
Prospect, Pennsylvania • 412-366-7154  
[www.pittsburghparts-a-rama.com](http://www.pittsburghparts-a-rama.com)

**16 • All Air-Cooled Car Gathering**  
Hickory Corners, Michigan • 419-358-4651

**16-17 • Shelburne Museum Auto Festival**  
Shelburne, Vermont • 802-483-6871  
[www.vtauto.org](http://www.vtauto.org)

**19-23 • Buick Club of America National Meet**  
Denver, Colorado • 214-354-1348  
[www.buickclub.org](http://www.buickclub.org)

**21 • Hemmings Cruise-In**  
Bennington, Vermont • 800-227-4373

**22-24 • Chevrolet Nationals**  
Carlisle, Pennsylvania • 717-243-7855  
[www.carlisleevents.com](http://www.carlisleevents.com)

**23-July 1 • The Great Race**  
Buffalo, New York, to Halifax, Nova Scotia, Canada  
800-989-7223 • [www.greatrace.com](http://www.greatrace.com)

**24-29 • Model A Club National Convention**  
Reno, Nevada • 562-697-2712 • [www.mafca.com](http://www.mafca.com)

**29-30 • Ford Fairlane Nationals**  
Dayton, Ohio • 610-750-4703  
[www.fairlaneclubofamerica.com](http://www.fairlaneclubofamerica.com)



# CRUISING, NOT STREAMING



**HAGERTY**  
FOR PEOPLE WHO LOVE CARS®

Insurance. Valuation. Membership. DriveShare™

Drive with us. 877-922-1706 | Local Agent | [hagerty.com](http://hagerty.com)

Vehicle make and model names and logos are property of their respective owners and their inclusion does not imply sponsorship of or affiliation with Hagerty or any of its products or services. Hagerty Insurance Agency, LLC, provides insurance and determines final risk acceptance. Membership and DriveShare are provided by non-insurance affiliates of The Hagerty Group, LLC. Hagerty, the H Gear Shift Logo, HAGERTY, FOR PEOPLE WHO LOVE CARS, and DRIVESHARE BY HAGERTY are registered or common law trademarks of The Hagerty Group, LLC. ©2018 The Hagerty Group, LLC.



## RE: Fiero for Four

**THANKS TO THE MANY OF YOU WHO** pointed us in the direction of Fred Bartlemeyer after seeing the red stretched Fiero in HCC #161. As it turns out, Fred's the go-to guy when it comes to stretched Fieros because he, too, owns one.

According to Fred, Pontiac commissioned four prototype four-seater Fieros. Two of them were structural analysis vehicles without any body panels, one was fully finished and shown to GM officials, and the fourth was reportedly finished, but not to show quality. The car Fred co-owns with a friend, Jeff Jones, is the show car, and Fred said he believes the red one in the photo that Phillip Roso sent us is the other finished prototype.

The show car, which Pontiac had built in 1984 and then had reworked two years later, actually has a pair of seats in the back, though not exactly spaced sufficiently enough for those of us with, you know, legs. It spent many years in the GM Heritage Collection until GM sold off parts of the collection in 2009. Fred and Jeff bought it just recently in anticipation of showing it for the Fiero's 35th anniversary.

That leaves the question of where the red one went to. Anybody seen it?



## Haller Taifun

### SPEAKING OF OLD STUFF ON THE HEMMINGS

*Daily*, we ran pictures of the Rudolf Haller-built circa 1952 Haller Taifun many years ago, but never learned what happened to it. Haller built it in his native Germany, reportedly using a Porsche engine, but it was last photographed sometime in the late 1950s or early 1960s on a used-car lot called Pappy's on Livernois Avenue in Detroit.

Something that unique likely can't go missing for more than half a century without a trace, but until we get any documentation or reports that it's been scrapped, we suppose there's some shred of possibility that it still exists. So anybody know what happened to it?



## Ozuk-Goldberg Streamliner

**A FEW YEARS AGO ON THE HEMMINGS DAILY** ([www.hemmings.com/newsletter](http://www.hemmings.com/newsletter)) we ran a photo of the chassis of a streamliner that Chicago high school student Mylo Ozuk built in about 1938. Then,

out of the blue, we got an email from Geoff Goldberg, who informed us that the car did indeed have a body, one that his father, Bertrand Goldberg, designed.

According to Geoff, who could only

find one photo of the body under construction in his father's files, the body was built from fiberglass, which indicates that it was finished sometime after the war. Whatever became of the car, Geoff wasn't able to say.



Recently discovered a unique or noteworthy classic car? Let us know. Photographs, commentary, questions, and answers should be submitted to Lost & Found, c/o Hemmings Classic Car, P.O. Box 196, Bennington, Vermont 05201, or emailed to [dstrohl@hemmings.com](mailto:dstrohl@hemmings.com). For more Lost & Found, visit [blog.hemmings.com/index.php/category/lost-and-found](http://blog.hemmings.com/index.php/category/lost-and-found).

**20 ATM Dive Watch  
just \$99**

*"You simply will not find a better made precision dive watch for such an unbelievable price."*

— George Thomas,  
Noted watchmaker  
& historian

OUR CLIENTS  
LOVE STAUER  
DIVE WATCHES...



*"...I love it. I have several Stauer watches and once again you don't disappoint."*

— F., Jersey City, NJ

# YOUR GREENLIGHT TO A DEEP DIVE WITHOUT GOING IN THE RED

*At just \$99, the Evergreen Diver goes deep without going overboard on price.*

Every year in Basel, Switzerland, the world's best-known luxury watchmakers gather to display their new timepieces. It's a great event for spotting timepieces that stand out—in performance and in personality. We saw one impossible to ignore: a precision dive watch with an arresting green dial. But we also saw the five-figure price tag and knew we could bring our customers that exact same precision and stand out appeal for a whole lot less. The Stauer *Evergreen Diver* is that timepiece.

Built like a submersible battleship with a stainless steel case, caseback, and band, the *Evergreen Diver* is water-resistant down to 660 feet or 20 atmospheres, a feat facilitated by a hardened crystal and screw-down crown.

**Green On Your Wrist AND In Your Pocket.** You could pay an awful lot elsewhere for this verdant virtuoso, but the majority of the cost is in the big designer name upcharge. We think those guys are all wet. This is how you own a top-of-the-line dive watch without helping pay for some marketing guy's yacht.

*"Whether you're looking for something to wear in the ocean, the office, and everywhere in between, a diver's watch is for you."*

— Business Insider, 2018

**Satisfaction Guaranteed or Your Money Back.** Wear the *Evergreen Diver* for 30 days. If you're not completely happy, send it back for a full refund of the item price.

**Limited Reserve.** A watch of this caliber, with a price that won't drag you under, takes 6 months to create and won't stick around for long. Call today!

**Stauer Evergreen Diver Watch** non-offer code price ~~\$399~~  
Offer Code Price **\$99** + S&P **Save \$300**

You must use the offer code to get our special price.

**1-800-333-2045**

Your Offer Code: **GDW136-01**

Please use this code when you order to receive your discount.



Rating of A+

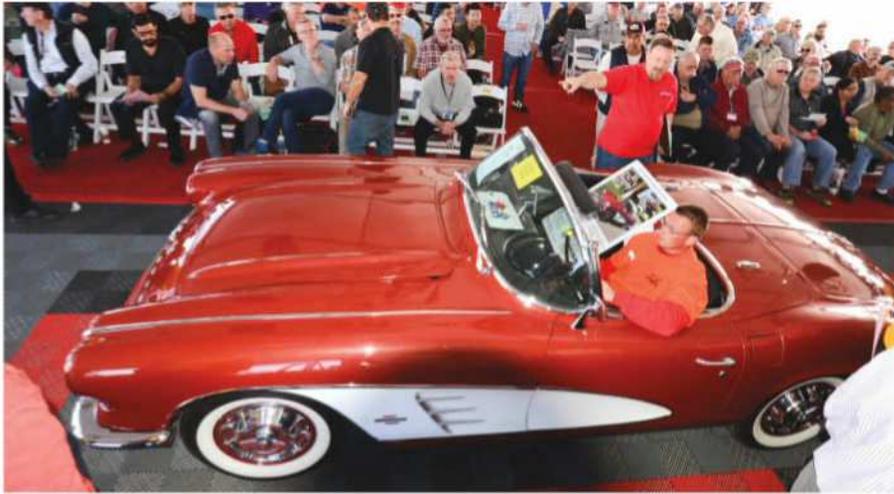


• Precision crystal movement • Stainless steel crown, case, caseback & band

• Screw down crown • Magnified lens over date window at 3 o'clock • Water resistant to 20 ATM • Fits wrists up to 8 1/2"

**Stauer®** 14101 Southcross Drive W., Dept. GDW136-01, Burnsville, Minnesota 55337 [www.stauer.com](http://www.stauer.com)  
† Special price only for customers using the offer code versus the price on [Stauer.com](http://Stauer.com) without your offer code.

*Stauer... Afford the Extraordinary.®*



CLASSIC CAR AUCTIONS

## California Dreaming

**MCCORMICK'S FEBRUARY AUCTION IN PALM SPRINGS TOPPED THE \$6-MILLION MARK** with 346 vehicles finding new homes. Sales were up more than \$200,000 from the November show and an impressive sell-through rate of 65.2 percent was achieved. Cars from the '50s and '60s were in high demand, and one of those was this 1961 Corvette. Honduras Maroon with white coves and top, this Corvette featured a 283/270-hp engine, matching-numbers T-10 four-speed, and 4:11 posi rear, and had an impressive haul of awards won over the last two decades—it sold for \$63,000. McCormick's next auction takes place November 16-18 in Palm Springs at the city's convention center. Visit [www.classic-carauktion.com/Auction-65](http://www.classic-carauktion.com/Auction-65) for more information.

## Coming to Connecticut

**BARRETT-JACKSON RETURNS TO THE** Northeast with its summer auction in Uncasville, Connecticut, at the Mohegan Sun casino this June 20-23. Last year's auction was a huge success with 630 vehicles selling for a total of nearly \$23.5 million while boasting a 95.74-percent sell-through rate. This auction always includes an impressive range of American classics that range from daily drivers to restored concours cars. This 1953 Willys wagon was a well-preserved 1950s utility vehicle that featured a clean and original interior and upholstery, and newer period-correct tires. This brute ran the way it was supposed to and hammered home with a final bid of \$16,500. Barrett-Jackson encourages you to consign your car as soon as possible as the summer show is expected to be huge. Visit [www.barrett-jackson.com](http://www.barrett-jackson.com) for consignment and bidder information.



BARRETT-JACKSON

## AUCTION PROFILE

**THE MARMON SIXTEEN WAS THE RAREST OF THE** 1931 models with its all-aluminum V-16 engine and state-of-the-art chassis. Capable of 200 horsepower, the light engine allowed the Marmon to accelerate on-par or above the Duesenberg J for a fraction of the price. Fewer than 400 Marmon Sixteens were built before the company ceased operations in 1933, and it's believed that only about 75 exist today with only six being bodied by LeBaron.

This particular Sixteen has a known ownership history going back to 1954. The car was owned by many enthusiasts and was pampered throughout its existence. It underwent a complete restoration in 1982 while the car only had 22,000 recorded miles, and was again restored decades later under the ownership of well-known Marmon enthusiast Marvin Tamaroff. The car proceeded to bounce around from displays and collectors until it was available for sale at Amelia Island. This incredibly rare Full Classic saw a final sale that exceeded the pre-auction estimate and will no doubt be a popular draw wherever it's displayed.



RM, SOTHEBY'S

<b>CAR:</b>	1931 Marmon Sixteen Coupe by LeBaron	<b>LOT NUMBER:</b>	129
<b>AUCTIONEER:</b>	RM Sotheby's	<b>RESERVE:</b>	None
<b>LOCATION:</b>	Amelia Island, Florida	<b>CONDITION:</b>	#1-
<b>DATE:</b>	March 9, 2018	<b>AVERAGE SELLING PRICE:</b>	N/A
		<b>SELLING PRICE:</b>	\$1,050,000

# JUNE

3 • **Bonhams** • Greenwich, Connecticut  
415-391-4000 • [www.bonhams.com/auctions/24810/](http://www.bonhams.com/auctions/24810/)

8-9 • **Mecum** • Denver, Colorado  
262-275-5050 • [www.mecum.com](http://www.mecum.com)

8-10 • **Leake** • Tulsa, Oklahoma  
918-254-7077 • [www.leakecar.com](http://www.leakecar.com)

8-10 • **Russo & Steele** • Newport Beach, California • 602-252-2697  
[www.russoandsteele.com](http://www.russoandsteele.com)

16 • **Silver** • Coeur d'Alene, Idaho  
800-255-4485 • [www.silverauctions.com](http://www.silverauctions.com)

20-23 • **Barrett-Jackson**  
Uncasville, Connecticut • 480-421-6694  
[www.barrett-jackson.com](http://www.barrett-jackson.com)

22-23 • **Mecum** • Portland, Oregon  
262-275-5050 • [www.mecum.com](http://www.mecum.com)

22-23 • **Raleigh Classic**  
Raleigh, North Carolina • 919-269-5271  
[www.raleighclassic.com](http://www.raleighclassic.com)



LEAKE AUCTIONS

## OKC Rundown

### LEAKE AUCTIONS WRAPPED ANOTHER WINTER

sale in Oklahoma City this past February and raked in \$6.8 million in sales with a 77-percent sell-through. Nearly 400 cars crossed the block during the two-day event with an impressive array of American iron. Among the beauties available was this 1932 Packard Series 902 Standard 8 Roadster. Cream with a black interior, the Packard was powered by a straight-eight engine and three-speed transmission. Adorned with Trippe Lights, ride control, rear-mounted spare, stone guard, and wire wheels, this Packard had undergone a thorough restoration. When the bidding finished, it found a new home for \$155,000. Leake's upcoming auction in Tulsa will be held June 8-10, so visit [www.leakecar.com](http://www.leakecar.com) for the latest news.



View and search through thousands of upcoming auction vehicles in one place at the Hemming's Auction Showroom, [www.hemmings.com/auctions](http://www.hemmings.com/auctions).

# TIRE RACK®

.com

## VREDESTEIN

Vintage Styling Combined with Modern Technology

## SPRINT CLASSIC

Grand Touring Summer

Produced in The Netherlands

Sprint Classic tires feature a summer compound molded into a symmetric tread design with a classic look. The solid rib pattern with closed shoulders delivers confident straight-line tracking, and the modern radial construction provides the foundation for handling capabilities that far exceed the bias-ply tires it resembles.

16 Sizes from 13"-16"

[www.tirerack.com/sprintclassic](http://www.tirerack.com/sprintclassic)

For Your Modern Coupe, Sedan or Crossover

## QUATRAC 5

Grand Touring All-Season

Produced in The Netherlands

Offering confident performance in the dry and wet, plus premium light snow traction, the Quatrac 5 is designed to be a one-tire solution for drivers in environments that experience all four seasons, but don't receive sufficient snowfall to require a dedicated winter tire.

53 Sizes from 14"-20"

[www.tirerack.com/quatrac5](http://www.tirerack.com/quatrac5)

©2018  
Tire Rack



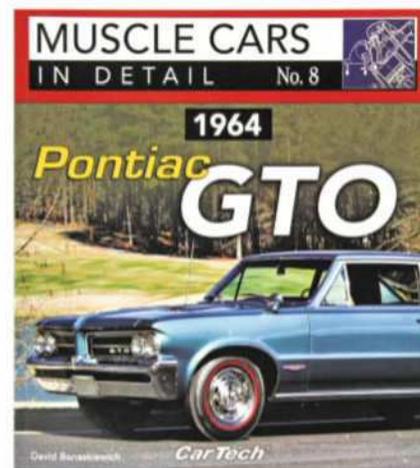
**888-456-1730**

M-F 8am-8pm EST  
SAT 9am-4pm EST

## 1964 Pontiac GTO

800-551-4754 • WWW.CARTECHBOOKS.COM • \$18.95/\$14.95 E-BOOK

Few American cars can claim to have sparked a youth-focused, marketing-driven movement in the automotive industry that inspired an entire genre of performance cars, but one that undoubtedly can is Pontiac's 1964 GTO. This iconic muscle car is the star of the No. 8 title in CarTech's "Muscle Cars in Detail" series (ISBN 9781613253205), which was authored by noted Pontiac Motor Division historian David Bonaskiewich. This 96-page paperback introduces readers to the Wide-Track cars Pontiac of the early 1960s, as well as the players at Pontiac who developed this model. The easy-reading text takes us through the car system by system, describing its features in detail. *1964 Pontiac GTO* is filled with color photos, and includes appendices of production figures, colors, and an options list with retail prices. It's a handy reference, and a great introduction to the car that, for a time, ruled the street and strip.



## Genuine Chevrolet

800-230-3030 • WWW.SUMMITRACING.COM • \$79.99

There's nothing like the warm glow of real neon to create a welcoming mood in your den or garage. Summit Racing Equipment offers this handsome and functional time-piece that pays tribute to General Motors' best-selling brand, Chevrolet. Crafted by the neon experts at Neonetics, and shipped directly from them to your home, this 15-inch diameter clock (item NNI-8CHEVY) sports a handblown light ring encircling officially licensed bowtie and script emblems, all housed in a chromed plastic case. The neon is powered through a household wall outlet, via a 6-foot power cord, and the clock runs on one AA battery, not included. This will make any Chevy fan smile.



## Step On This

928-708-0897 • WWW.BUSTEDKNUCKLEGARAGE.COM • \$29.95

If your garage is anything like ours, you'll find yourself tracking old motor oil, coolant, dust, wood shavings, and dried leaves into the house, after spending a few hours being productive out there; this mess isn't welcome inside the house, so a good floor mat placed outside of the garage door helps keep the peace. The Busted Knuckle Garage offers a sturdy, made-in-the-USA rubber mat (item BKG-54) with a rugged faux diamond plate finish. It's embellished with "Repair & Despair Under One Roof," and this purveyor's humorous injured-hand logo, the colors of which run the depth of the mat, impervious to wearing off. It's sized 25 x 15-inches, and is sure to bring a smile.



## Flying A Service

800-708-5051 • WWW.GARAGEART.COM • \$169.95

The historic Flying A brand of gasoline was established back in the early 1930s, which explains the vintage style of its iconic logo. Once seen across the country, with a special concentration in the western states, the red-and-white winged "A" was in use until roughly 1970, and it evokes nostalgia, nearly half a century later. GarageArt.com offers two sizes and styles of Flying A die-cut metal signs: a crisp, new-looking satin finish, or a vintage finish that's been faux-aged to give the appearance of being weathered. Each finish can be ordered in a 41 x 30-inch or 35 x 26-inch size, and every sturdy 22-gauge sign come with pre-drilled brass grommets for ease of hanging. These artful signs are made to order in the USA, and will ship in 14-21 business days.

Chevy®

Bel Air®

The Heartbeat of America  
Zippo® Lighter Collection



Headlights  
light up!

### CUSTOM GLASS COVERED DISPLAY LIGHTS UP!

Actual size 13" wide x 9¾" tall. Arrives ready to hang or display on a tabletop.  
Display made in China. Lighters ship unfilled; lighter fluid not included.

General Motors Trademarks  
used under license to  
The Bradford Exchange ©2017



### A Striking Tribute to a Classic

- Genuine Zippo® windproof lighters are emblazoned with thrilling imagery of classic Chevy® Bel Air® models
- Custom display—a \$100 value—features a hand-painted, sculpted Bel Air® front end with headlights that light up!
- Lighters are officially licensed, lifetime guaranteed by Zippo Manufacturing Company, and proudly made in USA

Limited to 8,000 Complete Collections.  
Don't Miss Out—Order Now!

The "Hot One" with lavish chrome and iconic tail fins now inspires this thrilling new Zippo® lighter collection. It's strictly limited to only 8,000 complete collections, so order these fine limited editions, including the illuminated display, now at just \$39.99\* each. You will receive one edition about every other month, and you may cancel at any time by notifying us. Send no money now. Just complete and return the coupon today.

\*For information on sales tax you may owe to your state, go to [bradfordexchange.com/use-tax](http://bradfordexchange.com/use-tax)



Premiere Edition,  
"The Classic"



Distinctive bottom stamp authenticates this collectible as a genuine Zippo® windproof lighter.

ZIPPO®, zippo®, and are registered trademarks in the United States in the name of ZippoMark, Inc. All Zippo lighter decorations are protected by copyright. © 2017 Zippo Manufacturing Company.

PLEASE ORDER PROMPTLY

SEND NO MONEY NOW

THE  
BRADFORD EXCHANGE  
-COLLECTIBLES-

9345 Milwaukee Avenue · Niles, IL 60714-1393

**YES.** Please accept my order for the Chevy® Bel Air®: The Heartbeat of America Zippo® Lighter Collection. I need send no money now. I will be billed with shipment.  
Limit: one per order.

Please Respond Promptly

Mrs. Mr. Ms.

Name (Please Print Clearly)

Address

City

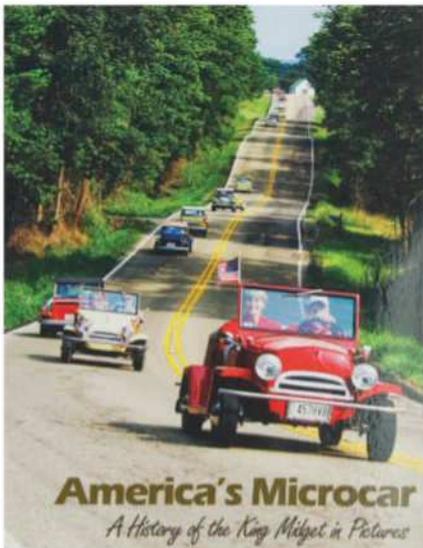
State

Zip

Email (optional)

922096-E58071

\*Plus \$8.99 shipping and service per edition; see [bradfordexchange.com](http://bradfordexchange.com). Display will be shipped after your second lighter. Limited-edition presentation restricted to 8,000 complete collections. Please allow 4-8 weeks for shipment. Sales subject to product availability and order acceptance.



## America's Microcar

203-877-6717 • WWW.OLDEMILFORDPRESS.COM • \$14

Athens, Ohio's, Midget Motors has a unique place in American automotive history, having been the largest producer of microcars in the U.S. for two decades. This tiny postwar startup became famous for its build-your-own kit, advertising in magazines like *Mechanix Illustrated*, as well as its preassembled, practical Model 2 and Model 3 runabouts. Preeminent King Midget historian Bob Vahsholtz has authored a new tribute to the products of Midget Motors with this 86-page softcover (ISBN 978096620193). It features clear and engaging text that takes readers through the creation of Midget Motors and its King Midget products, and muses on what might have been, in the decades since the company's 1969 closing. Generously illustrated with 120 interesting black-and-white images—most of which have never before appeared in print—*America's Microcar* is a loving tribute to a cheeky little automaker that by all accounts shouldn't have succeeded, but did.

## Street Art Designs

STREETARTDESIGNS@SHAW.CA • WWW.ETSY.COM/SHOP/STREETARTDESIGNS • \$27.72

When we talk about automotive design, we're likely referring to a car's appearance, its overall lines. But, if you look more closely at a car, you'll see that every aspect of it was carefully planned, all the way down to an individual model's emblem script. That stylized type and lettering would captivate Lawrence Armstrong, a 35-year signmaker, and inspire his Street Art Designs.

Dubbed "automotive-themed wood creations," Lawrence's emblem wall plaques are made by hand in his 200-square-foot backyard shop in Parksville, British Columbia, Canada. No automated equipment is used to make the lettering for each plaque: This old-car enthusiast cuts each logo by hand, out of pine, using a scroll saw, before preserving it with polyurethane and mounting it to an attractively stained, handcut 5 x 14-inch oval base. The craftsmanship required to accurately reproduce these typically complex script logotypes is staggering, and his range of products representing pre-1980 emblems of Big Three and Independent auto, truck, and motorcycle companies is impressive.

"I always try to create items that are unique and different from what you'll find anywhere else," Lawrence explains. "When you buy a creation from my studio, you're buying hundreds of hours of errors and experimentation. You're buying years of frustration and moments of pure joy. You're not buying just an item, you're buying a piece of my heart and a small piece of my life."



# Own the "Gem of the Century"



Incredibly rare find is now available to the public for **ONLY \$59!**

For centuries, the "Big Four"—diamonds, rubies, emeralds and sapphires—ruled the gem world. When tanzanite debuted in 1967, it was a sensation. Unlike those other stones, which are mined all over the world, tanzanite can be found in only one place on Earth: in the remote Merelani Hills in the shadow of Mt. Kilimanjaro in Tanzania, Africa.

**HUGE SAVINGS**  
**TAKE 85% OFF THE**  
**KARATU TANZANITE RING**  
**WHEN YOU USE YOUR OFFER CODE**

**Gem of the century meets deal of the century.** With its remarkable rarity and unique gemstone qualities, it's no wonder that experts have dubbed it, "the gemstone of the 20th century." In recent years, top-quality tanzanite gems have fetched higher prices at auction than rubies, emeralds or diamonds! But because we buy direct and use our own designers, we are able to offer you this rare beauty for **ONLY \$59!**

**What makes tanzanite so irresistible to jewelers and gem experts?** Part of its appeal is the beautiful violet blue color. Tanzanite is also trichroic—which means that three different colors are visible when the stone is viewed from different angles.

*"This ring is unbelievable. I've owned some spectacular high-dollar gemstones in my life and this ring will compete with any of them!"* —Katharine, Shreveport, LA

*Henry Platt, past president and chairman of Tiffany & Company, called Tanzanite "The most important gemstone discovery in over 2,000 years."*

A gemstone found only one place on earth, means supply is extremely limited. Get your hands on the *Karatu Tanzanite Ring* before they're gone!

**Your satisfaction is 100% guaranteed.** Experience the rare beauty of the *Karatu Tanzanite Ring* for one month. If you're not completely awestruck, simply send it back within 30 days for a complete refund of the sale price. We want you to feel like you got the deal of the century!

*With over 4,000 sold, we currently have less than 2,000 in stock!*

**Karatu Tanzanite Ring ~~\$399\*~~**

Offer Code Price Only **\$59 + S&P Save \$340!**

You must use the insider offer code to get our special price.

**1-800-333-2045**

**Your Offer Code: KTR344-02**

Please use this code when you order to receive your discount.

**Stauer®**

14101 Southcross Drive W., Dept. KTR344-02,  
Burnsville, Minnesota 55337 [www.stauer.com](http://www.stauer.com)



\* Special price only for customers using the offer code versus the price on [Stauer.com](http://Stauer.com) without your offer code.

1 1/5 carats of genuine tanzanite • Lab-created white DiamondAura accents • .925 sterling silver setting • Whole ring sizes 5-10

*Smart Luxuries—Surprising Prices™*



## Tri-Five Dividers

CLASSIC INDUSTRIES • 855-357-2787 • WWW.CLASSICINDUSTRIES.COM

Classic Industries announces new reproduction paint divider moldings to fit 1956-'57 Tri-Five Chevy models, including the 150, Utility, 210, and Delray. Each paint divider is made to factory specs and designed to replicate the originals; they mount at the paint divide between the quarter panel molding and rear quarter window molding. Available in pairs or individually, each will require an OEM-style hardware set that is sold separately. Cost: \$199.99 (pair); \$99.99 (individual); \$15.99 (six-piece clip set).



## Gaskets & Compounds

MR. GASKET • 866-464-6553  
WWW.HOLLEY.COM

High-performance head gaskets are ideal for stock replacements to ensure maximum durability. These head gaskets are now available from Mr. Gasket for all sorts of postwar American cars, and any other vehicle that requires a stock-style gasket. And Mr. Gasket's new thread locking compound will prevent nuts and bolts from working loose. Available in a ¼-ounce tube with two different strengths for your permanent locking needs and fasteners that are removed frequently. Visit the website for a full rundown of their new inventory. Cost: \$15-\$115 (head gaskets); \$5.50 (Thread Locking Compound).



## Compartmentalizing

TENG TOOLS • 888-379-5075 • WWW.TENGTTOOLSUSA.COM

Teng Tools offers a number of ready-to-use tool sets including this new 110-piece fully portable tool service kit. It comes in a hard carrying case complete with suspension wheels, retractable handle, and combination lock. Each kit includes nine Teng Tool trays plus space for additional tools. Among the tools available are ¼-, ⅜-, and ½-inch drive socket sets, combination spanners, pliers, screwdrivers, torx drivers, and T-handle hex keys. Cost: \$799.

## Miracle Paint

BILL HIRSCH AUTO • 800-828-2061  
WWW.HIRSCHAUTO.COM

Bill Hirsch Auto offers a moisture-cured non-porous paint, called Miracle Paint, that bonds to rusted and corroded metal. The heavy-duty version of this paint is perfect for rusted areas that require a thicker coat or any area where heavy rust is present. It will dry without chipping, cracking, or peeling. It stands up to gasoline, lacquer thinner, salt, and most acids, and it's strengthened by moisture. It can be sprayed, rolled, or brushed, and comes with disposable gloves and a detailed product information sheet. Available in silver or black. Cost: \$39/quart.



## Whitewall Brightening

MOTORSPOT • 760-731-8301 • WWW.HOBBYCAR.COM

Inevitably stains will start to take over your whitewall tires and a brown sticky substance becomes deeply embedded into the whitewall pores. Fortunately, Whitewall Tire Brown Buster easily removes these stains and replaces them with a filler material that will make your whitewalls look new again. Several coats applied in direct sunlight are required to release the brown stains from the pores before the whitewalls are revived. It's available in two sizes: 12-ounce (4 tires) or 32-ounce (12 tires). Full instructions are available at [www.truespoke.net/InstructionsWWC.pdf](http://www.truespoke.net/InstructionsWWC.pdf). Cost: \$19.95 (12 ounce); \$29.95 (32 ounce).

# HARBOR FREIGHT

QUALITY TOOLS AT RIDICULOUSLY LOW PRICES

850 Stores Nationwide • HarborFreight.com

## CENTRAL PNEUMATIC SUPER COUPON

**21 GALLON, 2.5 HP, 125 PSI VERTICAL OIL-LUBE AIR COMPRESSOR**  
 • Air delivery: 5.8 CFM @ 40 PSI, 4.7 CFM @ 90 PSI

COMPARE TO **\$219** HUSKY MODEL: C201H  
**SAVE \$69**  
**NOW \$169<sup>99</sup>**

ITEM 69091/61454/62803/63635/67847 shown

LIMIT 3 - Coupon valid through 8/6/18\*

## PITTSBURGH #1 SELLING JACKS SUPER COUPON

**RAPID PUMP® 1.5 TON ALUMINUM SERVICE JACK**  
 • 3-1/2 pumps lifts most vehicles  
 • Lifts from 3-1/2" to 14-1/8"  
 • Lightweight 34 lbs.

COMPARE TO **\$59<sup>99</sup>** NOW **\$59<sup>99</sup>**

COMPARE TO **\$99<sup>99</sup>** DURALAST MODEL: T81501GL  
**SAVE \$40**  
**\$79<sup>99</sup>**

ITEM 68053/62160 62496/62516/60569 shown

LIMIT 4 - Coupon valid through 8/6/18\*

## U.S. GENERAL SUPER COUPON

**72", 18 DRAWER INDUSTRIAL QUALITY ROLLER CABINET**  
 • 29,500 cu. in. of storage  
 • 6600. capacity  
 • Weighs 528 lbs.

COMPARE TO **\$1099<sup>99</sup>** NOW **\$999<sup>99</sup>**

COMPARE TO **\$6,525** SNAP-ON MODEL: KRA2432PB0  
**SAVE \$5,525**  
**NOW \$1099<sup>99</sup>**

ITEM 61656

LIMIT 5 - Coupon valid through 8/6/18\*

## EARTHQUAKE XT SUPER COUPON

**1/2" COMPOSITE PRO EXTREME TORQUE AIR IMPACT WRENCH**  
 • 1190 TORQUE FT. LBS. BOLT BREAKAWAY

COMPARE TO **\$129<sup>99</sup>** NOW **\$149<sup>99</sup>**

COMPARE TO **\$524<sup>95</sup>** SNAP-ON MODEL: M6725  
**SAVE \$394**  
**NOW \$149<sup>99</sup>**

ITEM 62891

LIMIT 3 - Coupon valid through 8/6/18\*

## PREDATOR SUPER COUPON

**2000 WATT SUPER QUIET INVERTER GENERATOR**  
 • 4.7 hours run-time

COMPARE TO **\$999** HONDA MODEL: EU2000I  
**SAVE \$549**  
**NOW \$499<sup>99</sup>**

ITEM 62523

LIMIT 5 - Coupon valid through 8/6/18\*

## PITTSBURGH MOTORCYCLES SUPER COUPON

**1000 LB. CAPACITY MOTORCYCLE LIFT**  
 • Diamond plate steel platform and ramp  
 • Lift range: 7" to 29-1/2"

COMPARE TO **\$799<sup>99</sup>** DIRECT-LIFT MODEL: 873100  
**SAVE \$500**  
**NOW \$299<sup>99</sup>**

ITEM 69904/68892 shown

LIMIT 4 - Coupon valid through 8/6/18\*

## HaulMaster SUPER COUPON

**STEP STOOL/WORKING PLATFORM**  
 • 350 lb. capacity

COMPARE TO **\$57<sup>55</sup>** GPL MODEL: H-21  
**SAVE 65%**  
**NOW \$29<sup>99</sup>**

ITEM 62515/66911 shown

LIMIT 6 - Coupon valid through 8/6/18\*

## PITTSBURGH SUPER COUPON

**9 PIECE, 1/4", 3/8" AND 1/2" DRIVE WOBBLE SOCKET EXTENSION SET**

COMPARE TO **\$199<sup>99</sup>** KLUTCH MODEL: 40033  
**SAVE 50%**  
**NOW \$99<sup>99</sup>**

ITEM 61278/67971 shown

LIMIT 8 - Coupon valid through 8/6/18\*

## CENTRAL PNEUMATIC SUPER COUPON

**6" SELF-VACUUMING PALM AIR SANDER**

COMPARE TO **\$109<sup>99</sup>** INGERSOLL RAND MODEL: 300G  
**SAVE \$90**  
**NOW \$19<sup>99</sup>**

ITEM 60628/98895 shown

LIMIT 7 - Coupon valid through 8/6/18\*

## COVERPRO SUPER COUPON

**10 FT. x 17 FT. PORTABLE GARAGE**

COMPARE TO **\$270** SHELTER LOGIC MODEL: 76377  
**SAVE \$100**  
**NOW \$169<sup>99</sup>**

ITEM 62859/63055/62860 shown

LIMIT 9 - Coupon valid through 8/6/18\*

## SCISSOR SUPER COUPON

**FREE** WITH ANY PURCHASE

**6 PIECE SCREWDRIVER SET**

• Magnetic Tips  
 • Ergonomic Handles

COMPARE TO **\$79<sup>7</sup>** HUSKY MODEL: 20210003

ITEM 62728/62583 47770/62570 shown

LIMIT 1 - Coupon valid through 8/6/18\*

## SCISSOR SUPER COUPON

**20% OFF**

ANY SINGLE ITEM

LIMIT 1 coupon per customer per day. Save 20% on any 1 item purchased. \*Cannot be used with other discounts or prior purchases. Original coupon must be presented. Valid through 8/6/18 while supplies last. Limit 1 FREE GIFT per customer per day.

## SCISSOR SUPER COUPON

**HEAVY DUTY FOLDABLE ALUMINUM SPORTS CHAIR**

COMPARE TO **\$49<sup>99</sup>** COLEMAN MODEL: 2000020293  
**SAVE 60%**  
**NOW \$19<sup>99</sup>**

ITEM 62314/63066 66383 shown

LIMIT 7 - Coupon valid through 8/6/18\*

## PITTSBURGH AUTOMOTIVE SUPER COUPON

**2000 LB. CAPACITY FOLDABLE ENGINE STAND**

COMPARE TO **\$199<sup>99</sup>** STRONGWAY MODEL: 47032  
**SAVE \$100**  
**NOW \$99<sup>99</sup>**

ITEM 69521 69522 shown

LIMIT 9 - Coupon valid through 8/6/18\*

## WARRIOR SUPER COUPON

**3 PIECE TITANIUM HIGH SPEED STEEL STEP BITS**

COMPARE TO **\$59<sup>98</sup>** IRWIN MODEL: 19504PKSM  
**SAVE 85%**  
**NOW \$8<sup>99</sup>**

ITEM 69087/60379/91616 shown

LIMIT 6 - Coupon valid through 8/6/18\*

## drillmaster SUPER COUPON

**4-1/2" ANGLE GRINDER**

COMPARE TO **\$2580** PERFORMAX MODEL: 2411-1  
**SAVE 61%**  
**NOW \$99<sup>99</sup>**

ITEM 69645/60625 shown

LIMIT 9 - Coupon valid through 8/6/18\*

## BADLAND ZXR Battle Tested SUPER COUPON

**12,000 LB. ELECTRIC WINCH WITH REMOTE CONTROL AND AUTOMATIC BRAKE**

COMPARE TO **\$699<sup>99</sup>** WARN MODEL: 96820  
**SAVE \$400**  
**NOW \$299<sup>99</sup>**

ITEM 64046/64045 63770 shown

LIMIT 3 - Coupon valid through 8/6/18\*

## PITTSBURGH AUTOMOTIVE SUPER COUPON

**1 TON CAPACITY FOLDABLE SHOP CRANE**

COMPARE TO **\$179<sup>99</sup>** NOW **\$99<sup>99</sup>**

ITEM 69512/61858/69445 shown

LIMIT 4 - Coupon valid through 8/6/18\*

## drillmaster SUPER COUPON

**1500 WATT DUAL TEMPERATURE HEAT GUN (572°/1112°)**

COMPARE TO **\$2806** BLACK & DECKER MODEL: HGT300  
**SAVE 67%**  
**NOW \$8<sup>99</sup>**

ITEM 62340/62546/63104/96289 shown

LIMIT 9 - Coupon valid through 8/6/18\*

## HaulMaster SUPER COUPON

**18" x 12" MOVER'S DOLLY**

COMPARE TO **\$1643** BUFFALO TOOLS MODEL: HFDOLLY  
**SAVE 51%**  
**NOW \$79<sup>99</sup>**

ITEM 61899/63095/63096 63098/63097/93888 shown

LIMIT 8 - Coupon valid through 8/6/18\*

\*Original coupon only. No use on prior purchases after 30 days from original purchase or without original receipt. Valid through 8/6/18.

All Harbor Freight Tools, the "Compare to" price means that the specified comparison, which is an item with the same or similar function, was advertised for sale at or above the "Compare to" price by another national retailer in the U.S. within the past 90 days. Prices advertised by others may vary by location. No other meaning of "Compare to" should be implied. For more information, go to HarborFreight.com or see store associate.

## Carroll Shelby

### CARROLL SHELBY'S BEGINNINGS

were humble, with no hint of the outsized place he would eventually occupy in the automotive scene. Born in January 1923 in Leesburg, Texas, Shelby's introduction to racing came as a spectator to dirt-track racing near Dallas. As a youth, he also hopped up a handful of cars. By his own admission, however, he was no extraordinary talent in the garage.

Not long after high school graduation, in 1941, he enlisted in the military. He was assigned to the U.S. Army Air Forces, where he learned to fly. His military career was stifled by his stubborn, independent streak, and he spent the whole war stateside and never rose above the rank of second lieutenant.

After the war, Shelby attempted to do the adult thing, making a practical living at various jobs in the Texas countryside. He was not terribly successful. In 1952, a friend asked that he pilot a hot rod at a local drag-racing event—he won.

Shelby's victory led to an invitation to drive an MG TC at an SCCA event. Shelby took first place by bringing the aggressive style of driving he'd seen at the prewar dirt tracks to the typically genteel sports car racing scene. This combination of American brute force with European cars was a harbinger of things to come.

Quickly making a name for himself, Shelby spent the balance of the decade rising to stardom in the racing scene, both in the states and abroad. In 1957, he opened Carroll Shelby Sports Cars, in Dallas, selling a variety of imported makes.

His entry into the car business was smart and timely, as the autumn of 1959, shortly after winning Le Mans with Aston Martin, saw the return of a childhood heart ailment, angina pectoris. Like that, Shelby's driving career was over and he needed a new line of work.

By this point, Shelby figured he had a good idea as to what could make a good sports car, and he knew the people who could take his ideas and turn them into reality. He set up CS Engineering to do just that.

His initial attempts, like most new hot-rodding ventures in 1960, centered around the Chevrolet small-block V-8. A severe lack of enthusiasm on the part of General Motors hampered these efforts, but in 1961, Shelby



learned that AC Cars Ltd., of England, was losing its source of engines for its Ace sports car. Almost simultaneously, he learned that Ford Motor Company was poised to introduce a new small-block V-8 in its downsized Ford Fairlane and Mercury Meteor cars for 1962.

Both companies proved very receptive to Shelby's proposal to combine the two, and a Transatlantic collaboration began. AC workmen test-fit a Ford 221-cu.in. V-8 in an Ace chassis as proof of concept, and Shelby and his cohorts replicated the feat using a 260-cu.in. version.

A new company was formed, dubbed Shelby American, and the new cars were named Cobra. Soon Shelby American, in Los Angeles, was taking regular deliveries of semi-complete cars from England and installing Ford V-8s and mostly four-speed transmissions.

Not long after, Shelby was also enlisted by Ford Vice-President and General Manager Lee Iacocca to make the new Mustang win SCCA production-class races. The result was the Shelby G.T. 350, which used a Hi-Po (or K-code) 271-hp 289 modified by Shelby to produce 306 hp, along with chassis modifications to turn it into a capable track car. Success with the G.T. 350 led to Shelby American's involvement with the Ford GT40 program. But Shelby's golden era of Ford collaboration started to wind down in the late 1960s. Ford took over most aspects of Shelby production and a final split between Shelby American and Ford came in 1970.

Like most things performance in the 1970s, Shelby went on a hiatus after his split from Ford, returning to ranching and

marketing an eponymous line of chili seasonings. When the enthusiast spirit in Detroit began to reawaken in the 1980s, however, Shelby was drawn back in. Perhaps the biggest force pulling at Shelby was his old friend from Ford, Iacocca, now at the helm of Chrysler Corporation.

The result of the Shelby-Mopar collaboration was a series of front-wheel-drive performance cars starting with the 1983 Shelby Charger and culminating in the Omni GLHS, a remarkably capable little subcompact that took a square aim at the contemporary Volkswagen GTI. Shelby was also consulted during development of the Dodge Viper, which was directly inspired by the Cobras of the 1960s.

In 1992, Shelby at last had the opportunity to collaborate with GM, with the Oldsmobile-powered Series I roadster, intended as a full-fledged production car in the same vein as the original Cobra. Only 249 Series I cars were produced for 1999, and, in the midst of this, Shelby American was purchased by an outside buyer, hampering development and sales. In 2004, the buyer declared bankruptcy, and Shelby's new company purchased the remaining Series I assembled body shells and sold them to buyers without engine or transmission.

The early 2000s proved a real renaissance for Shelby, as he once again found a friendly atmosphere at Ford. The renewed collaboration started with show cars and Shelby's own tuner packages for new Mustangs, and eventually led to the reintroduction of the Shelby Mustang G.T. 500 as a regular Ford sales item. That survived until Shelby's death in 2012, at the age of 89, and continues to the present. 🏆

# Barrett-Jackson®

THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®

**JUNE 20-23, 2018 | NORTHEAST**

Contact an automotive specialist today! 480.421.6694



## SELL YOUR CARS WHERE THE BIDDERS ARE

Over 1,500 qualified bidders registered for the 2017 Northeast auction

Experience the Barrett-Jackson Auctions live exclusively on Discovery Channel, Velocity and around the world on Discovery Networks International.



**ALL THE CARS, ALL THE TIME.**  
Streamed live on Barrett-Jackson.com

Consign. Bid. Experience. [Barrett-Jackson.com](http://Barrett-Jackson.com)



# Harley's Hispano

*Cadillac's companion marque got off to a stylish start with the dual-cowl 1927 La Salle Series 303 Sport Phaeton*

WORDS AND PHOTOGRAPHY BY MARK J. McCOURT





**H**ardcore automotive enthusiasts will scoff at cars that were “designed by committee.” It’s true that focus groups and market research have led to some of the industry’s biggest flops. But the committees at General Motors behind the creation of the Cadillac subdivision of La Salle would be responsible not only for a fascinating line of quality automobiles, but for establishing the automotive world’s first in-house styling department. The 1927 La Salle is a milestone car, and in the form of the dual-cowl Sport Phaeton, one that’s richly elegant, too.

As you take in the lines of this four-passenger tourer—an “entry-level luxury” car, in today’s parlance—you can’t help but be impressed by its classical proportions, sharp detailing, and keen use of color and texture. This car, intended to be driven by its owner rather than by chauffeur, was smaller and less expensive than the most accessible Cadillac, and also appeared sportier and more youthful. The styling of the Sport Phaeton body originated, like the other La Salle offerings, with the talented and innovative young custom-body designer, Harley J. Earl.

The Hollywood, California, native had caught the attention of General Motors executives, including Fisher Body Corporation founders Fred and Larry Fisher, with the special coachwork he was designing for use on Cadillac and other domestic and imported chassis. Those cars, often commissioned by prominent figures in the entertainment industry, were the toast of the auto salon circuit, lauded for their cohesive styling and bold use of color.

In 1925, Larry Fisher was made president of the Cadillac Motor Car division. He moved forward with the plan to create a lower-priced companion marque that would bridge the \$1,000 gap between Cadillac and Buick, bringing a desirable new clientele into General Motors showrooms instead of losing them to mid-upper-priced competitors like Chrysler’s Imperial, and the

six-cylinder Packard and Peerless. Before the end of that year, Fisher had tasked Earl with establishing the cars’ appearance—an unusual move for GM to assign this to an outside stylist rather than its engineers. Over the course of three months, the 33-year-old Earl accomplished what Cadillac and Fisher Body designers had struggled to do, using his own technique of clay modeling he fashioned the lines of a coupe, roadster, touring car, and four-door sedan that all shared a sophisticated, custom appearance. They would form the basis of the La Salle family, named, as was Cadillac, after a French-born New World explorer, here René-Robert Cavellier, Sieur de La Salle.

Famously inspired by expensive European cars like the Spanish-built Hispano-Suiza H6B, Earl gave these junior Cadillac models a tall, slender, nickel-plated radiator shell bearing a winged emblem, surrounding black vertical slats; it was fronted by expressively large stalk-mounted headlamps that were linked with a bar incorporating the “La S” monogram. The long hood was stamped with 12 bold louvers that expressed the power of the new V-8 engine within. The bodies were distinguished with detailed beltline trim and neatly integrated fenders and running boards, and owners could specify painted or natural-finish hickory artillery, wire, or solid-disc wheels. Earl’s penchant for using color to heighten appeal became a La Salle attribute, where it typically separated the hood and cowl from the body, fenders, and trim. With the La Salle, he proved a stylist could pen a more pleasing automobile, not bound by the typical constraints of traditional body engineers, and the acclaim this companion car line would bring cemented its role in changing the way the industry handled automotive styling.

The La Salle “Series 303” line would expand in short order after its March 1927 debut, which coincided with Cadillac’s 25th-anniversary celebrations. In addition to six production Fisher



As the priciest four-passenger open car in the La Salle line, the Sport Phaeton was lavishly equipped with a distinctive pedestal spotlamp, dual side-mount spares, and a folding rear luggage rack. The winged radiator emblem included the La Salle family crest and Hispano-Suiza-style wings. Instrumentation was comprehensive, and leather upholstery was used in both front and rear cabins.





body styles—two of which were Imperial sedans with separate driver's compartments—using the standard 125-inch wheelbase, there would be one semi-custom, premium Fleetwood body that rode on a 134-inch wheelbase. The Series 303 would continue into the 1928 model year, adding three Fisher bodies to the range, all including minor refinements like finer hood-louver stampings and an upgraded clutch.

The 1927 Sport Phaeton on these pages—a special example of the body style “1168-B” that’s in the permanent collection of the Heritage Museums & Gardens in Sandwich, Massachusetts—represents the most expensive, and one of the lowest-production, of that year’s 125-inch-wheelbase Fisher bodies. Its \$2,995 retail price was \$500 higher than that of the single-cowl “1168” Phaeton, and would amount to the inflation-adjusted equivalent of \$42,860, 91 years later. For that regal sum, the high-flying Jazz Age buyer got seating for four, with lucky rear-seat passengers being treated to a flip-up, body-color metal tonneau cowl sporting a large mirror on its leather-upholstered underside (a necessity for appearance-conscious passengers in an open car!), and a forward-folding windshield on top.

The Series 303’s mechanical components were as up-to-date as their designs, and these cars got their series name from a new V-8 engine, which displaced 303 cubic inches from its 3<sup>1</sup>/<sub>8</sub>-inch bore and 4<sup>1</sup>/<sub>16</sub>-inch stroke. Rather than using the larger

**Cadillac engineers made the La Salle’s 303-cu.in. V-8 engine as stylish as the coachwork, using black enamel finishes and the special “La S” monogram atop the carburetor.**



Cadillac’s V-8’s fork-and-blade connecting rod design, this lighter 90-degree L-head employed side-by-side attachment with poured babbitt bearings. The standard compression ratio was 4.80:1, with 5.1:1 being optional, and air and fuel were blended by a Cadillac-built 2-inch, single-barrel downdraft carburetor. In base form, it made 75 hp at 3,000 rpm, plus an unrecorded amount of torque.

Also on the features list, a three-speed manual transmission (with “Synchro-mesh” on second and high gears) transferred power to the three-quarter floating rear axle through a torque-tube, with available final drive ratios including 3.75, 4.07, 4.54, and 4.91:1. A flagship-appropriate supple ride was ensured with underslung semi-elliptical leaf springs front and rear, damped for 1927

with mechanical Watson Stabilators, those replaced in 1928 by hydraulic Delco-Remy Lovejoy shocks. A 6-volt electrical system, four-wheel mechanical drum brakes behind 32-inch tires, and worm-and-sector steering rounded out our feature car’s package.

Contemporary Cadillac records indicate that 10,767 La Salles were built in the abbreviated 1927 model year, with an additional 16,038 Series 303s following in 1928. This Sport Phaeton was one of 270 built in that span, a fraction of the 1,575 Phaetons delivered. It’s one of only a handful today known to remain in the U.S.

Jennifer Madden, director of collections and exhibitions for

Studebaker

Own the first-ever

LEGENDARY  
AUTOMOTIVE  
DESIGN!

Studebaker  
CUCKOO CLOCK

Hurry!  
Limited to  
only  
10,000!

↑  
Nearly  
2 feet  
high!  
↓



Hand-crafted cuckoo features the '50 Champion, '59 Lark Regal, '63 Avanti and a speedometer-inspired clock face

Hand-painted high-gloss finish in classic "Bahama Mist" blue; sculpted clock body inspired by the Studebaker's iconic bullet nose 3-point front-end styling

Accurate quartz movement powers the swinging metal pendulum bearing the Studebaker logo



At the top of every hour, the "garage" light turns on to reveal a sculptural 1950 Champion accompanied by the sound of an engine revving

Act now to acquire your clock for five convenient installments of only \$39.99, for a total of \$199.95\*. Your purchase is backed by our unconditional; 365-day money-back guarantee. Send no money now. Just mail the Reservation Application today, or you could miss out!

\*For information on sales tax you may owe to your state, go to [bradfordexchange.com/use-tax](http://bradfordexchange.com/use-tax)  
[www.bradfordexchange.com/studebaker](http://www.bradfordexchange.com/studebaker)

Shown smaller than actual size of approx. 22 in. high, including "piston" hanging weights. Requires 2 "D" and 1 "AA" batteries, not included.

©2017 BGE 01-19724-001-BIL

RESERVATION APPLICATION SEND NO MONEY NOW

THE  
BRADFORD EXCHANGE  
-HOME DECOR-

9345 Milwaukee Avenue · Niles, IL 60714-1393

**YES.** Please reserve the *Studebaker Cuckoo Clock* for me as described in this announcement.

Limit: one per order. Please Respond Promptly

Mrs. Mr. Ms. \_\_\_\_\_  
Name (Please Print Clearly)

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Email (optional) \_\_\_\_\_

01-19724-001-E58074

\*Plus a total of \$24.99 shipping and service; see [bradfordexchange.com](http://bradfordexchange.com)  
Limited edition presentation restricted to 10,000 clocks. Please allow 4-8 weeks after initial payment for shipment. Sales subject to product availability and order acceptance.



Entry to the rear seat was only permitted with the rear tonneau raised; its underside featured a large mirror, and a storage compartment was built into the second bulkhead. Note handsome script in the single stop lamp.



Heritage, told us what the museum knows of its history. "A letter from Cadillac says their records show the car was originally shipped to New York City on July 6, 1927. Its center and lower panels were painted "drab California red," and the moldings were black. [Heritage Museums & Gardens founder] J.K. Lilly III purchased this car in Dayton, Ohio, in July 1968; its previous owner had lived in Bethesda, Maryland," she explains. The car was restored shortly before Mr. Lilly's purchase: "In 1967, it won an AACA Junior badge, Senior badge, and a First Primary badge. Our volunteer team recommissioned the car in 2012 and showed it at an AACA meet, where it won another Senior badge; they think that may be a record length of time between winning badges on the same restoration."

An image car rather than a best-seller, the Series 303 dual-cowl Sport Phaeton would return for one more appearance as a Series 328 in 1929. The instant acclaim these 1927 La Salles received would earn their stylist an executive position at General Motors, heading the newly established "Art and Colour Section," and automotive design would never be the same. 🏆



Auto Transport

**McCollister's**  
Transportation Group, Inc.

DELIVERING EXCELLENCE EVERY DAY. IT'S BEEN OUR MOTTO FOR 73 YEARS.

# SPECIALISTS IN DOMESTIC AND INTERNATIONAL TRANSPORTATION

CONTACT US TO LEARN MORE ABOUT OUR SERVICES

**800-748-3160 | 609-386-0600**



[AUTOQUOTES@MCCOLLISTERS.COM](mailto:AUTOQUOTES@MCCOLLISTERS.COM)

[MCCOLLISTERS.COM/AUTOTRANSPORT](http://MCCOLLISTERS.COM/AUTOTRANSPORT)

# Affordable Luxury

*The Dodge Luxury Liner Deluxe of 1941 gave buyers a mid-priced car with high-quality details throughout*

WORDS AND PHOTOGRAPHY  
BY RICHARD LENTINELLO







**G**azing at this plain-Jane Dodge through my camera lens at sunset one day last October, I became absolutely smitten by its no-nonsense appeal. While waiting for the sun to drop below the Western Pennsylvania horizon, the more I looked at this black beauty, the more enamored I became. It's basic. It's austere. It's what most family cars looked like back in the day. I simply adored it.

Whatever preconceived notions you have about prewar Dodge sedans such as this Luxury Liner Deluxe D19, put them aside for a moment and take a long, hard look at this automobile. Look at it for what it is, not what the nameplate says it is, and don't even think about its low value. Admire its beautifully shaped front end and finely crafted grille, itself a work of art. Take in the intricate sculpting of the cornering lamp assemblies as well as those atop the front fenders. The badge and hood ornament, and the way the front bumper comes to a gentle point, all add to the car's striking, yet understated appeal. Another detail not to be missed is the blackwall-shod solid-disc steel wheels that allow the hubcaps and the car's overall shape to appear more pronounced.

On the interior, the Dodge's subtle detailing is even more

prominent. The top of the all-metal instrument panel is hand-painted woodgrain, with a sizeable chrome-plated radio grille in the center flanked by two large round dials set in a square that is edged in stainless steel; a 100-mph speedometer is on the left and a clock on the right. Not content with simple black lettering, Dodge stylists chose to print the numbers on the speedometer and clock in two colors—white and beige—which is then set against a black background for maximum contrast. A small, clear plastic triangle is used as the speed pointer, which glows green from 0-30 mph, amber from 30-50 mph, and red above 50 mph, giving the instrument panel a unique and highly distinctive upscale appearance that was quite modern for its time. The entire dashboard assembly is very attractive, easy on the eyes, and oh-so inviting.

On the far left, adjacent to the driver's door, are four small rectangular gauges set in a ribbed casing of stainless steel: water temp, oil pressure, ammeter, and fuel. The ignition key is located below, next to two white knobs that are labeled "Head Lights" and "Throttle" in brown. Dodge called it a "Throttle Control Hand Button," which it explained could be used for "starting on steep hills, where both feet are needed to operate clutch and



**Ancillary gauges are in clear view of the driver's vision, and easy to read with their white-on-black theme. Intricate Art Deco details extend to the door handles and the decorative detail atop the door. Woodgrain finish and Dodge crest above lends interior a feeling of quality.**





brake pedals. May also be used for cruising in open country.” And for an added touch of elegance, to activate the heater vent there’s a beautiful brown alabaster knob on a hand lever that juts out from below the vertical ribs of the speaker grille, while on top of the grille there’s a golden Dodge winged crest encased in a rectangular panel set against a textured background that looks similar to an engine-turned dash. Very impressive, indeed.

Adding to the interior’s appeal is a finely crafted steering wheel that is loaded with interesting details. Finished in a pleasing warm-white color, it has a double horizontal spoke with a stylized “Dodge” inscription in red in the center that’s set against the same gold-textured background as the Dodge crest on the dash. The horn ring, with its fluted metal grip, has an Art Deco style about it, as does the matching white shift lever. For a mid-priced car, this Dodge would empower its owner with a sense of pure elegance.

With its wheelbase spanning almost 10 full feet, there’s plenty of space to allow easy entry into the five-passenger cabin, especially in the rear, thanks to the rear-hinged doors that open nearly 90-degrees wide. When the front and rear doors are fully opened, there’s unimpeded access to the entire interior, with just a 3-inch-wide B-pillar providing structural support and a location for the doors to lock. This was also the last year that Dodge cars had separate running boards.

So, how much did this well-built four-door Deluxe sedan cost when new? Compared to the Ford Deluxe Fordor at \$815, for \$139 more, buyers were able to “move up” to the \$954 Dodge. Of the three different series that Dodge offered that year, the Deluxe was the least expensive, with the

**Spacious interior provides plenty of comfort with deep-cushioned seats and legroom aplenty. Rear passengers were treated to safety straps and quarter windows that opened. Highly durable flathead six-cylinder engine provides just enough get-up-and-go with its 91 horsepower.**

Custom sedan costing \$999 and the extended-wheelbase Custom coming in at a somewhat pricey \$1,195. After the top-selling four-door Custom sedan, of which 72,067 were produced, the Deluxe was the second-most popular Dodge model built for the 1941 year with 49,579 produced. That previously mentioned Custom on the extended 137.5-inch wheelbase had just 601 examples built, making it the second-rarest 1941 Dodge after the four-door, seven-passenger limo, of which only 50 were made.

Like nearly all prewar cars, the Dodge



**A**ll of the Chrysler, De Soto, and Dodge automobiles from 1941 to 1948 were very sensual. I love the body style along with the fabulous engineering that was the backbone of Chrysler's success." — *Nicola Bulgari*

**I** really like the sleek but still elegant styling. The beautiful grille flowing into the front headlamps that are molded into the fenders is a great feature that really attracts my eye. Good prices, modern style, and great engineering was Chrysler's secret to its success."

— *Keith Flickinger,  
Curator of the NB Center  
for American Heritage*

six-cylinder engine was the typical flathead design of the period. A simple powertrain, it was made of cast-iron throughout and had a 3¼-inch bore and 4⅜-inch stroke for a total displacement of 217.8 cubic inches. With the octane rating in gasoline fairly low, engines were built with low compression ratios to compensate for the poor-quality fuel that was available, thus a 6.5:1 compression ratio was engineered into the flathead. With a single one-barrel carburetor feeding the fuel, along with solid valve lifters and four main bearings, maximum power at 3,800 rpm totaled 91 hp. The amount of torque that this straight-six produced was a very usable 170 lb-ft that was all in at just 1,200 rpm.

Straight-six engines have an inherent smoothness about them due to their layout and equal firing order, but Dodge engineers went one step further by specifying that each crankshaft, which was drop-forged for maximum durability, was balanced both statically and in rotation. Even the camshaft and its four-bearing setup helped contribute to the engine's smooth operation. To prevent overheating, four 17-inch-long metal blades made up the radiator fan, while Chrysler's "Solar Spark" six-volt ignition with automatic spark advance kept the six spark plugs firing.

This well preserved 1941 Dodge is part of the collection at the NB Center for American Automotive Heritage in Allentown,

Pennsylvania. It's one of the cars that owner Nicola Bulgari highly regards as a significant representation of the cars that Detroit produced during the 1940s for the everyday working man and middle-class families alike. Because they were little more than run-of-the-mill four-door sedans, few were saved, preserved, and restored. For decades, no one wanted them. As a result, these once-forgotten staples of American life were wrongly discarded without a care to their historical significance and principal contribution to society, thus they have now become much rarer than the more desirable hardtop and convertible models.

During my photo shoot, I had the pleasure of driving this remarkable automobile, and it was an experience that changed my view about them. They are extremely well-built and well-engineered, with a strong solidity about them that you just don't find in many postwar cars. Weighing 3,149 pounds, it feels heavier than it actually is, yet its six-cylinder flathead is lively and provides spirited acceleration that won't disappoint. Most surprising was how smooth the Fluid Drive-equipped three-speed manual transmission performed.

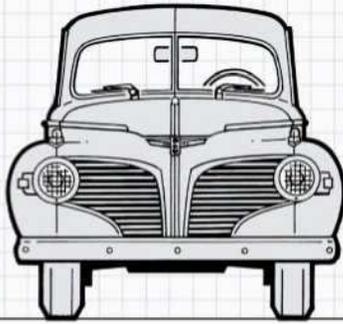
The highly effective four-wheel drum brakes slow the car down easily and without drama. The steering is like most cars of the era; its high ratio means several turns lock to lock, so you need to plan accordingly when heading into a turn. If you didn't know about the small starter button on the firewall above the accelerator pedal, you wouldn't be able to start the engine. When pressed, it automatically opens the carburetor's throttle one-third, so the driver's right foot doesn't have to work the accelerator and starter button at the same time.

After my brief test drive, when I photographed the rear of the Dodge it occurred to me that it, too, has a distinctive shape. For too many years, I took for granted these pedestrian '40s-era sedans, and without any second glances, thought they all kind of looked the same. But that clearly isn't the case. This Luxury Liner actually has a fastback form, mainly because it doesn't have a pronounced trunk. The downward-sloping bodywork flows directly into the rear bumper, which is framed by the well-rounded fenders on either side. The decorative stoplamp assemblies, with their long horizontal shape, bring a sense of speed to the car's back end. That's styling, albeit in a conservative sense, at its very best! 📷

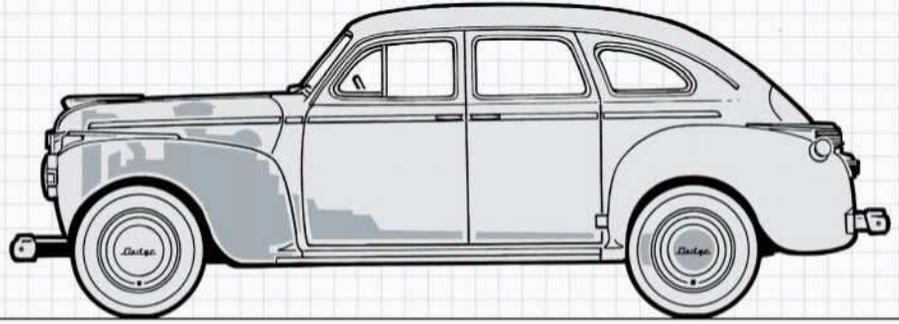


# 1941 DODGE LUXURY LINER DELUXE

ILLUSTRATIONS BY RUSSELL VON SAUERS,  
THE GRAPHIC AUTOMOBILE STUDIO ©2018 HEMMINGS CLASSIC CAR



57 inches



119.5 inches

## SPECIFICATIONS

### PRICE

BASE PRICE	\$954
OPTIONS (on car profiled)	Fluid Drive; heater

### ENGINE

TYPE	Straight-six flathead
DISPLACEMENT	217.8 cubic inches
BORE X STROKE	3.25 x 4.38 inches
COMPRESSION RATIO	6.5:1
HORSEPOWER @ RPM	91 @ 3,800
TORQUE @ RPM	170 lb-ft @ 1,200
VALVETRAIN	In-cylinder design
MAIN BEARINGS	Four
FUEL SYSTEM	Single one-barrel Stromberg
ELECTRICAL SYSTEM	6 volts, positive ground
EXHAUST SYSTEM	Single

### TRANSMISSION

TYPE	Fluid Drive, three-speed manual
RATIOS	1st 2.57
	2nd 1.83
	3rd 1.00
	Reverse 3.48

### DIFFERENTIAL

TYPE	Hypoid
GEAR RATIO	4.3:1

### STEERING

TYPE	Worm-and-roller
GEAR RATIO	N/A
TURNING CIRCLE	41 feet

### BRAKES

TYPE	Four-wheel hydraulic drums
FRONT	11-inch drums
REAR	11-inch drums

### CHASSIS & BODY

CONSTRUCTION	All steel; separate chassis
BODY STYLE	Four-door sedan
LAYOUT	Front engine/rear drive

### SUSPENSION

FRONT	Independent; coil springs, direct-acting hydraulic shocks
REAR	Solid axle; semi-elliptic leaf springs, direct-acting hydraulic shocks

### WHEELS & TIRES

WHEELS	Front/rear 16 x 4.5 inches
TIRES	Front/rear 16 x 6.0 inches

### WEIGHTS & MEASURES

WHEELBASE	119.5 inches
OVERALL LENGTH	202.81 inches
OVERALL WIDTH	75.7 inches
OVERALL HEIGHT	67.7 inches
FRONT TRACK	57 inches
REAR TRACK	60.28 inches
CURB WEIGHT	3,149 pounds

### CAPACITIES

CRANKCASE	5 quarts
COOLING SYSTEM	15 quarts
FUEL TANK	17 gallons
TRANSMISSION	2.75 pints
REAR AXLE	3.25 pints

### CALCULATED DATA

BHP PER CU.IN.	0.42
WEIGHT PER BHP	34.60
WEIGHT PER CU.IN.	14.46

### PRODUCTION

FOUR-DOOR SEDANS	49,579
------------------	--------

## PROS & CONS

- + Grille is a work of art
- + Lots of interior room
- + Very durable powertrain
- Very few sedans were saved
- The power won't excite you
- No reproduction trim available

## WHAT TO PAY

**LOW**  
\$4,000 - \$6,000

**AVERAGE**  
\$9,000 - \$11,000

**HIGH**  
\$14,000 - \$16,000

## PRODUCTION

1940	84,976
<b>1941</b>	<b>49,579</b>
1942	13,343

## CLUB CORNER

**WALTER P. CHRYSLER**  
P.O. Box 3504  
Kalamazoo, Michigan 49003  
www.chryslerclub.org  
Dues: \$40  
Membership: 5,000



## Cord: America's BMW

One thing America's independent automakers were particularly known for was creating new market segments: Crosley and Bantam with minicars, Nash with compacts and sports cars, Jordan with high-style cars at a moderate price, and so forth.

I'd argue that up to about 1957 the independent manufacturers were responsible for most of the innovations involving sports and performance cars. Studebaker introduced the idea of a luxury sports coupe with the lovely 1955 President Speedster, and family sports cars with the outstanding Hawk series. Hudson was one of the brands to pioneer high-performance, full-size cars with the 1951 Hornet; sure, Oldsmobile got there first, but once the Hornet debuted Hudson became NASCAR's reigning champ. Studebaker's Avanti was the closest our country has ever come to building a Jaguar-like Grand Touring car.

And in my opinion, the car that best exemplifies the idea of a BMW-like American sports sedan is the fabulous Cord 810 and 812.

What an incredible car it is! The combination of a 289-cubic-inch Lycoming V-8 engine bolted to a four-speed overdrive transmission, with Bendix pre-selector shifter and innovative front-wheel drive, make for specifications that were stunning in their audacity. Cord was America's premier front-drive pioneer, and ranked among the sportiest cars you could buy.

Cord was originally an offshoot of the Auburn Automobile Company, with both brands owned by entrepreneur Errett Lobban Cord. The initial Cords were the 1930 L-29 models introduced in late 1929 (hence the "L-29" designation). Long, low, and beautifully styled, their sales were held down by production difficulties and a poor economy. Prices starting at a lofty \$3,095 didn't help, either, though the lovely Cords won the hearts of driving enthusiasts everywhere. The worsening Depression killed off several very worthy high-end makes, and Cord was one of its victims. By 1932, production was ended, though some leftovers were rebadged and sold as 1933 models.

Then a kind of miracle happened: Cord

was reintroduced for 1936 in an all-new, daring iteration. Styled by the incomparable Gordon Buehrig, the new Cord 810 featured smooth body lines stretching out on a 125-inch wheelbase, a low roof, coffin-nose hood trimmed with striking wraparound louvers, and prominent front fenders with concealed headlamps. It seemed the future



itself had arrived; every other new car suddenly looked old. Innovations abounded, from the independent trailing-arm front suspension with a single transverse leaf spring to the concealed gas cap, full wheel covers, and

ceiling-mounted radio speaker. Everything seemed to shout, "Buck Rogers, your car is ready!"

Four models were offered: Westchester and higher-trim Beverly four-door sedans, a cabriolet, and a "phaeton," i.e. four-passenger cabriolet. With 125 hp on tap, a Cord could move out with reasonable dash and spirit. But it was its appearance that captured one's fancy. With its low, wide, aggressive stance and beautiful proportions, it had the look of a sportster. The 810 was so beautiful it wouldn't have mattered if it couldn't get out of its own way. To many it is the most beautiful car America ever produced.

And it was a young person's car, an automobile built for people who enjoy life with all its zest and excitement. The addition of an optional supercharger for the 1937 "812" models boosted output to 170 hp, and later still to an eye-popping 190 hp, making the Cord one of the fastest prewar American cars. Acceleration times of 13 seconds from 0-60 were recorded. That was some going in 1937. With a short, compact V-8 replacing the former Cord's long straight-eight engine, weight distribution was vastly improved for better handling.

At \$1,995 for the Beverly sedan, the new Cord was also lower-priced than prior models, occupying a space between Packard's 120 and Eight models, and the Cadillac Series 60 and 70. It was a segment that today we'd term "near-luxury," roughly where BMW's lower series are priced. It was an aspirational car. Like a BMW.

The BMW 3.0CS has a low, aggressive appearance that shouts "sport coupe." It has the same sort of achingly beautiful look that Cord has. 🏆

And in my opinion, the car that best exemplifies the idea of a BMW-like American sports sedan is the fabulous Cord 810 and 812.

**COOL CRAFT** HIGH PERFORMANCE RADIATORS  
888.587.7234

**Radiators That Look & Fit Right!**

**AMX / REBEL**

1967-70 L6      1967-1970 V8

DROP-IN REPLACEMENT 2-ROW STARTING AT \$320

DROP-IN REPLACEMENT 2-ROW STARTING AT \$345

**22" & 26" MOPAR**

2 ROW HIGH EFFICIENCY ALUMINUM \$380

**SHROUDS**  
CUSTOM SHROUDS - UTILIZE YOUR ENTIRE CORE!

STARTING AT \$100

All we need is your core size. Available with or without fans.

**WWW.COOLCRAFT.COM**  
**888.587.7234**

\*Prices subject to change without notice

# Classic Audio Solutions!



## NEW USA-740 RADIO

*The best in audio technology wrapped in a classic look.*

- Available in your vehicle's bezel for that original factory look.
- Bluetooth® music streaming and voice calling from your mobile phone.
- Includes 300 watts of peak power with RCA pre-outs for optional amps.
- Digital display shows artist, song, album titles and song navigation.
- Includes auxiliary inputs for satellite radio, iPhones and portable players.

Over 40 years of manufacturing quality radios for classic cars.

**800-888-8637**  
To find a dealer near you visit:  
**www.casmfg.com**

Licensed by Ford and GM.



# J.C. TAYLOR INSURANCE



**1-888-ANTIQUE**      **JCTAYLOR.COM**



## Remembering Dad

**M**y father, Lumir S. Palma, died September 6, 2017, at age 100. Dad and his late younger brother Milton held, in order, franchises for Packard, Kaiser, Willys, Jeep, Nash, Studebaker, Chrysler, Plymouth, Ford, and Mercury. Their adventure began June 15, 1953, when they opened Palma Motors, the Packard dealer in Paris, Illinois.

An early dealership memory was from 1954, when I was eight. I was in the showroom perusing the Packard *Salesman's Guide* (which I still have) and noted factory air conditioning being available in 1954 models. I ran into Dad's office to report that—no less excited than if I had just found a bag of \$20 bills. Of course, Dad knew Packard offered factory air conditioning, but he treated my discovery as the most important thing he'd learned all day.

Dad said an early mistake was not paying attention when General Motors called. The GMC truck roadman approached them about handling GMC trucks. Dad declined because they were close to the Chevrolet dealer whose truck prices were lower, due to GMC's better, truck-specific engine. Dad later regretted missing that opportunity to get their noses under GM's tent.

That was later offset by their good fortune in 1964, when they bought the Ottawa, Illinois, Ford-Mercury dealership about three weeks before Ford introduced the original Mustang. Talk about being in the right place at the right time!

The Packard franchise came with a wonderful salesman, Floyd Phillips. Floyd was a well-liked personality who knew everyone in Paris. Because the dealership was next to the Post Office, Dad and Floyd could surreptitiously watch folks come and go in the busy morning hours, and Floyd could identify the town's movers and shakers for Dad.

One day, Floyd pointed out a gentleman who was in the company of a woman other than his wife, and allowed that they were having an indiscreet affair. Taken aback, Dad asked, "Does his wife know about it?" Floyd answered, "Oh, she knows about it... but as long as he gives her enough money to play the ponies, it's okay with her." I suppose we all have our price.

Dad and Uncle Milt voluntarily went their separate ways for a few years after Packard's demise. Dad went up to Danville to become Sales

Manager at Widdis-Nielsen Pontiac. His "demo" was a Chateau Gray and Carib Coral 1957 Super Chief Catalina sedan (four-door hardtop). I loved it, but didn't want my preteen buddies to see it because it had a single exhaust...for shame, I thought; a 1957 Pontiac with the rear-bumper dual-exhaust outlets blanked off.

Selling Pontiacs yielded a memorable quote. Having fought GM for years by selling the Independents, Dad once said, "I couldn't believe it; customers came in and couldn't get their checkbooks open fast enough to buy a GM car!"

But Dad and Uncle Milt still wanted their own store. With Mr. Widdis' help, Dad shopped for a GM dealership. This led to extensive correspondence with the Lorain, Ohio, Cadillac dealer, who was retiring. Things were looking up until GM

wanted to see an aggregate \$1,000,000 net worth between the brothers. They didn't have it, but Mr. Widdis wanted to front the balance as a silent partner. The General wouldn't hear of it.

In 1961, we took our 1960 Ford Fairlane 500 across the state line to Terre Haute, Indiana, to see Dad's friend, the Buick dealer. Dad traded the Ford and \$650 for a gorgeous white 1958 Cadillac convertible with factory air conditioning. At age 15, I thought that was the dumbest thing imaginable...I mean, who needs air conditioning if you have a convertible?

That adventure yielded a second memorable quote. While he eyeballed the Cadillac, I walked a half-block down to the Studebaker dealer. In the showroom was a new, Blaze Red 1961 Lark DeLuxe two-door; V-8 with stick overdrive! I about had a cow. I ran back to the Buick dealer, heart in hand, begging Dad to buy the new Lark. Even at age 15, I understood Dad's answer, "Bob, I was a missionary long enough."

A final funny involved the Toyota roadman calling on Palma Ford-Mercury in 1965, to see if they would take on the nascent Toyota line. Dad and Uncle Milt were polite and went out to see the demo. Having worked on the Mosquito Fleet in WWII's Pacific theater, my Ford-loving uncle used his robust Navy vocabulary to express his brutally-frank opinion of the matter. Editorial etiquette precludes my quoting him. And that was that.

I liken Dad's automotive life to singer Alan Jackson's song, "Chasin' that Neon Rainbow." It was a lot of fun tagging along. RIP, Dad... and thanks for the memories. 🍷



That was later

offset by their

good fortune

in 1964....

Talk about

being in the

right place at

the right time!



**YOUR BEST TRAILER  
EVER.**



**ALUMA**

**ALUMINUM TRAILERS**

866.415.3285 ALUMAKLM.COM

IF YOU LIKE  
**GAS STATION &  
OIL COMPANY**

NOSTALGIA FROM THE GOLDEN ERA OF  
**THE AUTOMOBILE, YOU'LL LOVE**

*Check the oil*  
**MAGAZINE:**

THE ORIGINAL VOICE OF PETROLIANA  
- SINCE 1983



PO Box 1523  
Massillon, OH 44648  
**1.800.228.6624**

<b>1-YEAR 6 ISSUES</b>	<b>2-YEAR 12 ISSUES</b>
\$36 USA	\$70 USA
\$48 Canada	\$95 Canada
\$54 Overseas	\$105 Overseas

WWW.CHECKTHEOILMAGAZINE.COM



✓Yes



✓Yes



×No



✓Yes



✓Yes



✓Yes

- ✓ Reliably Low Prices
  - ✓ Easy To Use Website
  - ✓ Huge Selection
  - ✓ Fast Shipping
- www.rockauto.com

**ROCKAUTO.COM**  
ALL THE PARTS YOUR CAR WILL EVER NEED.



## The Merits of Second Fiddle

The responses from my last column, where I sang the praises of the 1953 model year and named the Willys Aero as a particular favorite of mine, reminded me of how much I like the less-celebrated cars and why. There are cars that are always going to be immensely popular: The 1955-'57 Chevrolets come to mind, and, admittedly, they were an early favorite of mine. At five years old, I gravitated toward Matador Red '57 Bel Airs at car shows (and stock, black Model Ts, but that's another story). I still love and appreciate them, but these days I probably wouldn't work toward obtaining one.

The Willys Aero owners who wrote me are a devoted bunch, and make me think an Aero would be a good car to own. True, I can't surf over to the Danchuk website and order Aero parts the way I can for that aforementioned Bel Air, but I suspect there is a small-but-dedicated enthusiast group that want nothing more than to see as many of these forgotten Willys as possible kept roadworthy. Plug into a group like that and it becomes easy to understand and care for an oddball oldie.

My 1950 Studebaker Champion was this way. There aren't that many reproduction Studebaker parts around, but if you own and love a Studebaker, the folks at the Studebaker Driver's Forum will point you in the right direction for parts, and will support you while you install them, diagnose problems with your Stude, and invite you to attend their events. It's a great community.

Even within supporters of popular brands like Ford, Dodge, or Chevrolet, you find certain subcultures centered around less glamorous models. The Mustang community is huge, and reproduction parts are everywhere, but the more-intimate group that makes the Ford Falcon their ride of choice (as opposed to those who may have wanted a Mustang but bought a cheaper Falcon) are as dedicated and loyal as the Willys Aero

and Studebaker folks I mentioned before. When things went wrong with my 1961 and '62 Falcons, there was always a ready helping hand in the Ford Falcon Owner's Group if I needed one.

Early Mopar folks are another example. If you are new to the hobby, you could be forgiven for thinking that, aside from Letter Cars and the wood-bodied Town & Country cars of the 1940s, nobody had any enthusiasm for a Mopar built before the drag-race-friendly downsizing of 1962. A visit to the P15-D24 forum, or hanging out around the Montana Dodge Boys on Facebook, should quickly disabuse you of any notion you have about the flathead Mopars lacking enthusiast support. Pre-Chrysler Dodge Brothers products also have a small-but-loyal following and are a prime example of how sometimes the narrower knowledge pools are quite deep.

Finally, I can't neglect the Corvair owners. They almost don't qualify, because there really is a large group of folks who love owning, restoring, and driving America's answer to the Volkswagen/Porsche. The Corvair, however, is an orphan within the Chevrolet community, and its devotees deserve recognition for that fact alone. Spend much time around them and you'll a.) wonder why you don't have a Monza in the garage already, and b.) wonder why anyone bought a Chevy II when the Corvair is such a wonderful car. Just please, spare them the Nader jokes—they've heard them all before.

So, if you're contemplating owning an old car, noodle around and see which cars have the real enthusiasts surrounding them. You may be surprised how well supported some cars are, despite playing second fiddle to other makes and models. That means you get the benefit of the cheaper buy-in of a less-popular car, and the access to parts and information that sometimes can be a source of frustration when dealing with the out-of-the-ordinary.

Do you have a favorite car from off the beaten path? 🐾

“  
You may be  
surprised  
how well  
supported  
some cars  
are, despite  
playing  
second  
fiddle to  
other makes  
and models.”



THE OLD CAR MANUAL PROJECT

Selling FDA-Approved Meds  
online since 1998!



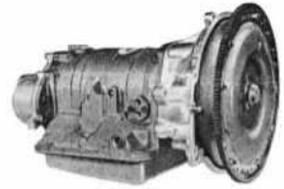
Order by Phone  
(888-743-6337) or Web

• Safe • Secure • Discreet

Visit [Viamedic.com/HEMMINGS](http://Viamedic.com/HEMMINGS)  
for specials

# TRANSMISSION PARTS

- Hydra-matic
- Torque-flite
- Powerflite
- Dyna-flow
- Powerglide
- F-85
- Ford
- Slim Jim
- Jet-away
- Dual-path



Master Kits, Major Kits,  
Overhaul, Filters, Bands,  
Bushing Kits, Converters,  
and Hard Parts.



Domestic and imported automatic transmission parts  
for cars and light trucks, including 4x4 and military  
common to the U.S. from 1946 to date.

**CALL TO  
ORDER**

Outside N.J.: (800) 524-0485

In N.J.: (973) 227-2487

Worldwide FAX: (973) 227-5414

## FATSCO TRANSMISSION PARTS

P.O. Box 635, 337 Change Bridge Rd., Pinebrook, NJ 07058

**fatsco.com**

email: [fatsco@verizon.net](mailto:fatsco@verizon.net)

# HOT CURVES



EVERYTHING'S HOT IN AUGUST

AT THE LARGEST NOSTALGIC CAR SHOW IN THE WORLD

VIRGINIA CITY  
AUGUST 3<sup>rd</sup> - 4<sup>th</sup>

RENO/SPARKS  
AUGUST 7<sup>th</sup> - 12<sup>th</sup>

Break out your classic for the  
Largest Nostalgic car show in the World



REGISTER FOR 2018 TODAY

[HOTAUGUSTNIGHTS.NET](http://HOTAUGUSTNIGHTS.NET)

775.356.1956

Since 1986

CELEBRATING AMERICA'S LOVE AFFAIR WITH CARS AND ROCK N' ROLL

## I GREATLY ENJOYED THE PROFILE ON

the 1942 De Soto in *HCC #162*; it was great. You mentioned very accurately many unique features on this car. But one feature never mentioned is the night optical color-changing speedometer. This was used on all 1942 Dodge, De Soto, and Chrysler cars (not sure of Plymouth) through 1948. The illumination at night is green to 25 mph, yellow to 50 mph, and red above that. The pointer and the speed numerals on the dial glow in these colors; the face remains dark. This was quite unique and quite entertaining to a young kid such as I.

I loved to watch the color show on the dash, but how did this change work? I had no idea, and the question remained in my mind until I was an adult attending car shows. So I purchased a Dodge speedometer just to disassemble and solve this mystery. Without going into great detail, I discovered it is done using light from a single bulb collected by and transmitted through Lucite prisms. The pointer itself is a round prism coated with the three colors, and it transmits the colored light to the dial's lens. This is a brief and very superficial explanation of a unique concept, especially for this "ancient" technology.

David Fluck

*Quakertown, Pennsylvania*

## THAT WAS A BANG BANG ARTICLE!

[*HCC #163*.] Passion runs deep. I didn't have the connections to go to the premiere, but I did see the movie when I was 10. I vividly remember Professor Potts pushing that old Grand Prix car into that barn, and in three days it emerged. It was the most beautiful car I had ever seen, and that started my love affair with old cars. But at least Tony set the record straight; it took 6,000 hours, and a \$100,000-plus to build it, which is just a tad more than three days and a hand full of coins earned by dancing with a bamboo pole. That is the reality of the old car hobby; passion does indeed run deep! Chitty Chitty Bang Bang!

Joe Newton

*Milford, Ohio*

## REGARDING "THOSE OLD STUDE-

bakers" Reminiscing story in *HCC #163*, I have to totally agree with Don Ficken's opinion on the six-cylinder Champion having a weak engine. I have owned seven Studebakers, two of them had the 169.6-cu.in. straight-six. As far as the

engine went, it was indestructible, but was too small for the task it was expected to perform. When it was converted to an overhead valve version, it was a little better.

The Commander 226-cu.in. six-cylinder later increased to 245 cubic inches, and was more than adequate in performance, but when Studebaker came out with the 232-cu.in. V-8, they had a very durable performer that grew into the 259 and 289. It goes without saying, Studebaker's V-8 is my engine of choice.

Harold Williams

*Lafayette, Indiana*

## IT'S ALWAYS REALLY NICE TO READ

about the Hudsons in *HCC*. They bring back many memories. I was parts manager in a Hudson dealership from 1949 through 1954. Our Hudsons came to us by rail. The cars were shipped through Canada to a border town called St. Leonard, New Brunswick. This was about 23 miles from our dealership in Caribou, Maine. We would go St. Leonard, unload the Hudsons, and drive them back to Caribou. They were great cars, built well, low and wide. I spent the next 25 years on the road driving all makes of cars. They were all pretty good, but the Hudsons of the early 1950s I shall never forget—they were that good!

Robert Brown

*Washburn, Maine*

## WHEN I WAS IN HIGH SCHOOL IN

the early 1950s, my mother had a Nash sedan, just like the 600 Super featured in *HCC #160*. I was not impressed, as a So-Cal '40 Ford coupe with the usual hot-rod look was my ride.

When the Ford had its engine out, my good mother gave me the Nash keys for a date. Off I went to pick up some high school lovely for a drive-in movie, which was common in Southern California.

"Let's put the front seat down so we can lounge in true Nash style," I suggested. Very impressive, no doubt. But we could not figure out how to get the seat back up, so lovely's ride home was straight-back, hang-on seating.

In the morning my parents looked at the interior. Father was very tolerant as he raised the front backrest. Mother was fired up as she was sure I'd been up to no good. All of us were innocent in the '50s!

Sid Nesbit

*Bellingham, Washington*

## HCC #162 IS ONE OF YOUR BEST

issues ever! From the front cover showing the Tucker to the articles regarding De Soto, Willys Brazil, and the Nash Ambassador, you just really nailed it. Every article just really seemed to fit my world perfectly. Great work, writing, photographs, and layouts. This is exactly why I subscribe to the magazine. Thank you all for a very good job!

Dennis Emery

*Metamora, Michigan*

## JIM RICHARDSON'S COLUMN,

"Mail-Order Motoring" in *HCC #163* brought back memories of my youth. I lived in San Francisco, and the only Sears Roebuck was on Mission and Army Street. When I was 12, I went there with my dad and there was this car sitting in the main lobby. It was an Allstate.

Wayne Wenger

*Placerville, California*

## "MAIL-ORDER MOTORING" RATTLED

the recesses of my memory [*HCC #163*]. Finding the Warshawsky's "Everything Automotive" catalog on the newsstand long ago made me a customer of the re-named JC Whitney for many years. One of the oddest things I remember from those pages was a "clang, clang" trolley bell, pedal-operated, which mounted through the floorboards.

Randall Keils

*Kalamazoo, Michigan*

## THE "UNNAMED" STYLIST IN THE

article, "Edsels That Never Were" in *HCC #161* was, I believe, Robin Jones; he was a stylist for Packard from the late 1940s to early '50s. Jones had come up with sketches of "Classic"-grilled Packards for the 1951 model and later models after Packard kept getting letters from customers requesting a return to a 1940-style Packard grille. The center grille illustration of the proposed Edsel grille, as shown on your opening page, is a dead ringer of a drawing Jones had done for a proposed early '50s Packard.

Chris Nuno

*San Gabriel, California*

 To have your letter considered for Recaps, you must include your full name and the town/city and state you live in. Thank you.

# THE ELEGANCE

AT HERSEY JUNE 8-10, 2018

The Grand Ascent Vintage Hill Climb  
Cars & Coffee • The Celebration Gala  
The Concours d'Elegance Garden Party

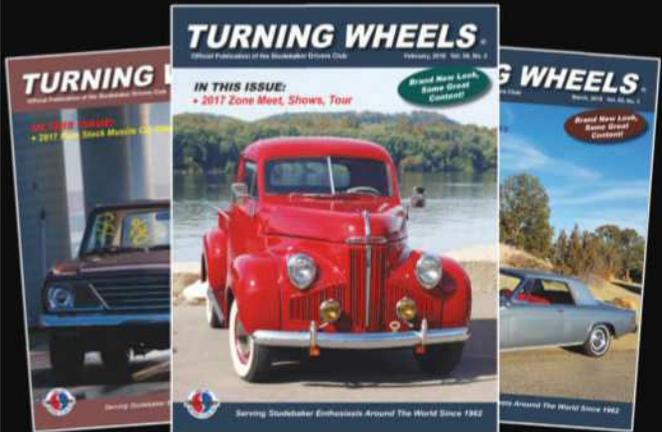


Photograph by Michael Furman

[www.TheEleganceAtHershey.com](http://www.TheEleganceAtHershey.com)

Event benefits the JDRF, AACA Library & Research Center and The AACA Museum

## The Go-To-Source for ALL THINGS STUDEBAKER



1ST YEAR  
SUBSCRIPTION JUST

**\$24.00**

SUBSCRIBERS RECEIVE  
**STUDEBAKER  
DRIVERS CLUB®**  
1 YR MEMBERSHIP!

**Subscribe Today! 763-420-7829**

## OUR MOST POPULAR OUTDOOR CUSTOM COVER

### KEEP IT CLEAN, KEEP IT CLASSIC



ORDER DIRECT AT [COVERCRAFT.COM](http://COVERCRAFT.COM) OR CALL 800-274-7006  
USE CODE "HEMMINGS418" FOR FREE SHIPPING

**COVERCRAFT®**  
SINCE 1965



# Pint-Size Motoring

*Twenty years of fun behind the wheel  
of a 1957 Hudson Metropolitan*

**BY DAVID CONWILL**

PHOTOGRAPHY BY RICHARD LENTINELLO





**Tall owner reports comfort even on long trips. Horn button is one of the items that makes this a Hudson rather than a Nash. Car is happiest at 40-55 mph indicated on speedometer.**



**O**n a Sunday drive in the New England countryside, Bob Bujak of Somers, Connecticut, was alerted by his wife, Elaine when she spotted a Metropolitan for sale parked alongside the road. Upon hearing what he'd missed, Bob quickly returned. He liked what he saw: An all-original Metropolitan with a serviceable, though far from show-quality, repaint. A test drive revealed a fair-running engine that puffed a bit of smoke, a good transmission, and a rear end making "a lot of noises."

The mechanical sounds did not daunt Bob a bit, and he saw some opportunities to turn the little Hudson into an even better driver. The Bujaks brought the Metropolitan home and set about getting things shipshape. A can of STP and some driving got rid of the smoke and, remarkably, the engine hasn't been apart in Bob's 20 years of ownership. A Weber one-barrel carburetor replaced the leaky original Zenith, and a set of rear gears from a parts car got the differential quieted down.

Bob first encountered a Metropolitan when he was a teenager, working at an MG dealership. For reasons still unknown to him, there was a Metropolitan in the swampy lot next door, slowly sinking into the muck. The full-size-Nash looks on the sports-car-size body caught his attention and he always had a soft spot for them thereafter.

When this Metropolitan was first produced, Anglo-American collaborations were nothing new for Nash. When Nash-Kelvinator CEO George Mason met sports-car designer Donald Healey aboard an ocean liner, the two decided to collaborate on a two-seat roadster with a Nash six-cylinder engine called the Nash-Healey. Also available in coupe form, the Nash-Healey gave sensible Nash some much-needed glamor, but didn't add much to the company's bottom line. As a follow up to their successful Rambler model, Nash executives eyed British partners for a volume car as their next effort.

Aside from the British chassis and availability as either coupe or roadster, the Nash Metropolitan wouldn't seem to have much in common with the Nash-Healey. In fact, they were almost opposite in concept, with the Austin-based Metropolitan being intended as a second car for families and that achieved excellent fuel economy and was easy to park. With an Austin A-series four-cylinder engine (changed to a B-series after the first 10,000 cars) under the hood, the most American thing about the Metropolitan was its styling, clearly patterned after the Pinin Farina-inspired 1952 Nash "Golden Airflyte" cars.

It's easy to dismiss the Metropoli-

tan as nothing more than a city runabout. Whether it wears the badge of Nash, just Metropolitan, or Hudson (Nash and Hudson merged to form American Motors Corporation in 1954 and phased out the Nash and Hudson marques after 1957—Hudson Metropolitans are the very definition of "badge engineered"). While no breakout by year is available, of 103,888 Metropolitans built, only 4,356 were badged as Hudsons.

These little coupes and roadsters, with their British underpinnings and minimalist back seats, seem like their only purpose in life was a kind of powered grocery cart, ferrying '50s-era suburban housewives from their ranch homes to the A&P. Cheerful looking, but certainly not a driver's car, right? Wrong.

Those British underpinnings are shared with some cars you may have heard of. The 1500-cc B-series four-cylinder was the same one found in MGA sports cars, albeit in single-carburetor 55-horsepower form, rather than the 72-hp guise of the MGA. The chassis design is so closely related to the MG Midget that enthusiasts sometimes refer to it as an "upside-down Midget" suspension, though in fact the Midget came later, so perhaps the reverse is actually true. All that means is that for the self-confident, a Metropolitan can be a very capable road car.

In fact, while it isn't as purely sporting as its English cousins (additional height and weak front spindles mean tossing around a stock Metropolitan isn't encouraged), the Metropolitan likely holds some advantages for road trips. For example, the leg room and area around the pedals is superior to that of a Midget, likely due to the approximately 8 extra inches of width and 5 additional inches of wheelbase. That longer wheelbase, though still only 85 inches, also makes for a smoother ride than in a Midget.

Also, when compared with the typical American car of the 1950s, the Metropolitan is remarkably nimble. Floyd Clymer, *Road & Track*, and other early testers pointed this out when driving the earliest versions. The consensus is that the Metropolitan isn't just fun to look at, it's fun to drive too.

Although they may be small in size, inside the car, Bob didn't touch a thing. At 6'1", the long-legged Bob didn't even need the seat-track extender that one club member sells. Width wise, however, he says the bench seat requires a certain intimacy with your passenger—not something that bothers Bob as his passenger is typically Elaine—and it's a good thing the gear selector for the three-speed transmission sprouts from the instrument panel, rather than the floor. Generally, however, the Metropolitan acquits itself well as a road car, even on long trips.

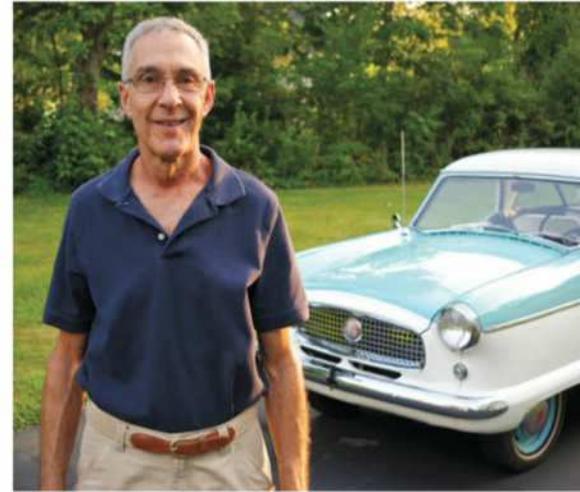
"The MG Midget always seemed smaller and more cramped," Bob says, "With the Met-



“ Drive it  
and  
have fun!”



Trim and serial numbers reveal this Series III car was built in September 1956, making it one of the final Hudson-badged Metropolitans, and it was originally painted Snowberry White and Sunburst Yellow. Engine is a BMC B-series, retrofit with a Weber carburetor.



ropolitan, we never say ‘gotta get out’ after a few hours.” You also don’t have to stop for fuel very often, as Bob reports 30 mpg in the city, and 35 mpg on the highway using premium-grade gasoline.

After a short period of ownership, it didn’t take long before Bob set out to take things to the next level. Noting the similarities between the Metropolitan’s suspension design and that of the MG Midget, he engineered a disc-brake conversion using Midget parts and a Porsche 914 dual-reservoir master cylinder mounted in place of the original under the floor—a project that involved inverting the original kingpins. Kits

are now available to put disc brakes on a Metropolitan, but it appears Bob was among the first to pioneer such a swap. The Midget even shares a bolt pattern with the Metropolitan, meaning the stock wheels could be retained.

More Midget parts were used to give the Metropolitan some longer legs. The steep stock gearing was discarded in favor of 3.90 gears and axles from a Midget. The weak front spindles and rear axles were replaced with stouter MG parts. The addition of the Weber carburetor on the original engine, the disc brakes, and the dual-reservoir master cylinder, addressed all the

Metropolitan’s possible shortcomings. Since then, Bob and Elaine have simply driven the wheels off it.

How much have they driven it? That’s hard to determine, because the odometer has been broken most of the time they’ve owned it, but, Bob says, “I’ve gone through several sets of tires.” He estimates that he drives it about 2,000 miles each summer, or “generally one to two times a week during the season.” That’s high praise given that it’s one of four cars in his collection. It also fulfills his original goal when he purchased the car, namely “Drive it and have fun!” Isn’t that what it’s all about? 🏁



# SPECIAL SECTION: CARS OF THE FIFTIES



50

ULTRA-RARE  
CONVERTIBLES

52

MOST POWERFUL  
ENGINES

54

MOST CHROMED  
MODELS

56

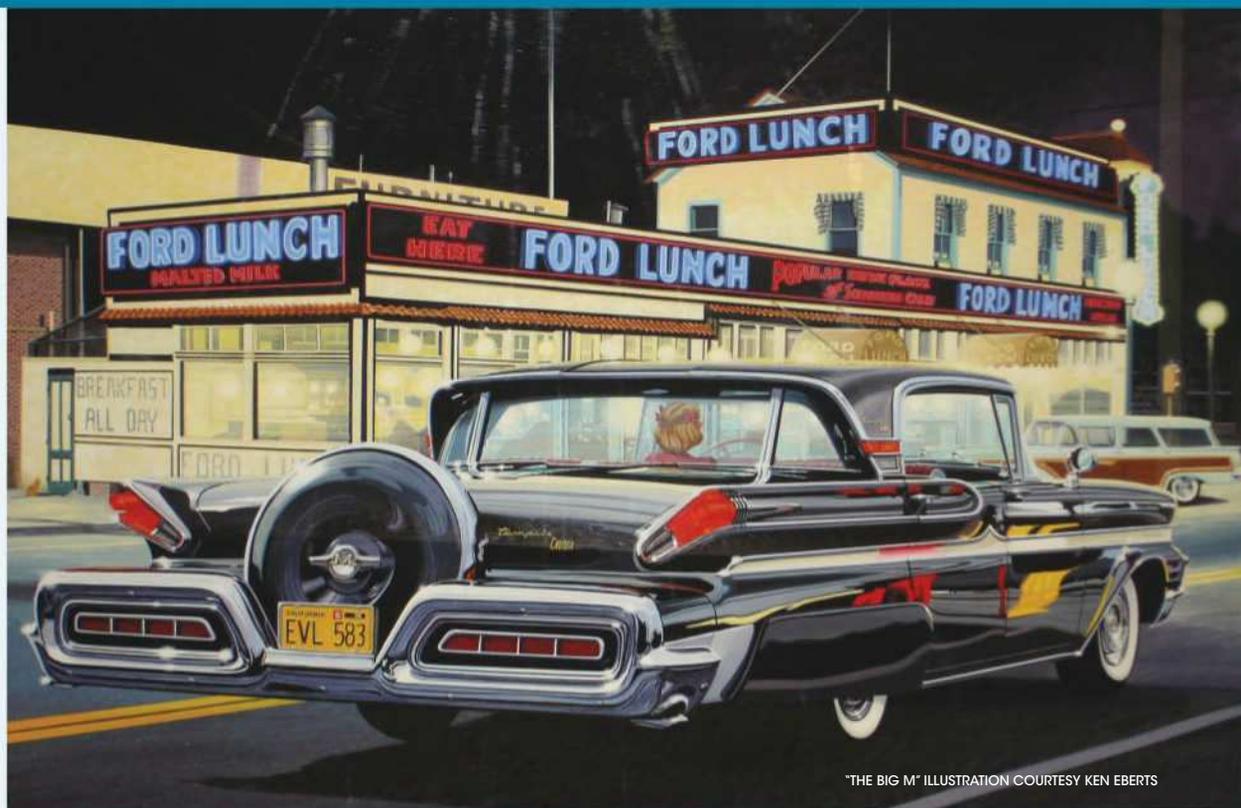
LIMITED-  
PRODUCTION  
WAGONS

57

ODDBALL  
OPTIONS

60

1957 LINCOLN  
FEATURE



"THE BIG M" ILLUSTRATION COURTESY KEN EBERTS

## Those Fabulous Fifties

BY RICHARD LENTINELLO

**W**elcome to our first Special Section edition. What better cars to profile to launch this new feature than those beloved Detroit icons from the Fifties!

The world has always been fascinated with the automobiles that came out of Detroit during the 1950s. They were big, stylish, powerful, and oh-so colorful. And with an extensive list of options to choose from, be it a wide selection of interior fabrics, a broad palette of striking exterior colors, straight-six or V-8 powertrains, and all sorts of interesting accessories, it's no wonder that no two cars were alike. This is what makes the cars from this era so special, so unique, so fascinating.

It didn't matter if it was a Chevrolet or a Ford, Dodge or Rambler, Studebaker or Oldsmobile, every make and model had distinctive traits that everyone, old and young, found attractive in an endearing way. From their imposing grilles and big chrome bumpers to their wraparound windshields, stylish fender profiles, and mind-boggling tailfins pointing skyward adorned with multiple taillamps, all these individual design elements combined to form highly stylized rolling sculpture. Add endless amounts of decorative moldings and trim awash in blinding chrome plating, and a more flamboyant automotive style just can't be found.

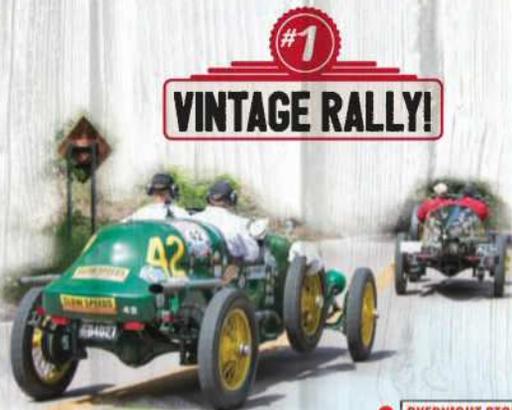
There were also a variety of body styles to

choose from, too. If you wanted a hardtop, you could order one with either two or four doors; same with some station wagons. There were also sedans and convertibles, from no-frills stripped-down models to highly decorated deluxe editions. The auto manufacturers were in a constant sales race, so they all did their best to make their line of cars the most attractive to buyers. And the best way to do that back then was to give them what they desired: a huge list of options that would allow them to individualize their cars the way they wanted them to be built.

Aside from the limited-edition high-performance models and some of the convertibles, there are many cars from the 1950s that you can still buy at reasonable prices. While hardtops are always in demand, look to buy a two-door sedan instead, or even one of the impressive station wagons. Four-door models are the cheapest of all, but don't be so quick to discount them. Aside from having an extra pair of doors, they're still embellished with that fabulous Fifties flare. The kind of character that only cars from the '50s are blessed with.

So, if you remember wearing sweaters with your school's letter, 3D movies, D.A. haircuts, saddle shoes, car hops, and Elvis and the Big Bopper, then come stroll along the garage floor with us through this very special decade and the cars that have made those days all the more memorable. 

2018  
HEMMINGS MOTOR NEWS  
**GREAT RACE**  
BUFFALO, NY TO HALIFAX, NS  
NEW YORK, NEW ENGLAND, NEW BRUNSWICK, AND NOVA SCOTIA  
PRESENTED BY  
**HAGERTY**



#1  
**VINTAGE RALLY!**



**JUNE 23 - JULY 1, 2018**

- SATURDAY, JUNE 23**  
START: Pierce Arrow Museum, Buffalo, NY - 10:30 a.m.  
OVERNIGHT: Main Street, Downtown Fairport, NY - 4:30 p.m.
- SUNDAY, JUNE 24**  
LUNCH: Northeast Classic Car Museum, Norwich, NY - 12:15 p.m.  
PIT STOP: Doubleday Field, Cooperstown, NY - 2:20 p.m.  
OVERNIGHT: River Street, Downtown Troy, NY - 5:30 p.m..
- MONDAY, JUNE 25**  
LUNCH: Hemmings Motor News, Bennington, VT - noon  
OVERNIGHT: Church Street Marketplace, Burlington, VT - 5:30 p.m.
- TUESDAY, JUNE 26**  
LUNCH: Mt. Washington Auto Road, Mt. Washington, NH - 12:30 p.m.  
OVERNIGHT: Water Street, Downtown Gardiner, ME - 5 p.m.
- WEDNESDAY, JUNE 27**  
LUNCH: Owls Head Transportation Museum, Owls Head, ME - Noon  
OVERNIGHT: Front Street, Waterfront, Bangor, ME - 5 p.m.
- THURSDAY, JUNE 28**  
LUNCH: Seal Cove Auto Museum, Seal Cove, ME - Noon  
OVERNIGHT: Town Pier, Bar Harbor, ME - 4:30 p.m.
- FRIDAY, JUNE 29**  
LUNCH: King Square, City Centre, Saint John, NB - 1 p.m.  
OVERNIGHT: Riverfront Park, Moncton, NB - 5:30 p.m
- SATURDAY, JUNE 30**  
LUNCH: Library/Farmers Market, Prince Street, Truro, NS - Noon  
OVERNIGHT: Alderney Landing, Dartmouth, NS - 4:45 p.m.
- SUNDAY, JULY 1**  
FINISH: Waterfront Warehouse, Halifax, NS - 1:30 p.m.

Sponsored by:

**Hemmings Motor News** **HAGERTY**



**JUNE 23 - JULY 1, 2018**  
A TIME-SPEED-ENDURANCE RALLY FOR  
VINTAGE CARS, 1972 & OLDER  
**\$150,000 IN PRIZE MONEY**

**FOR MORE INFO CALL**  
**(800) 989-7223**  
**OR EMAIL**  
**JEFF@GREATRACE.COM**

# Ultra-Rare Convertibles

*Eight '50s-era convertibles with a combined production of 482 units!*

BY JEFF KOCH



DAN DUCKWORTH COURTESY OF MECUM AUCTIONS

**W**ho doesn't love a convertible? Ask the people who turned down buying these beauties in showrooms when they were new.

As with our station wagons of the '50s story, we're seeing that the low numbers come at the extreme end of the model range: either top-end or bargain-basement models tend to be represented. (The range-toppers simply cost more, meaning a smaller pool of potential buyers, while the opposite end of the range is fraught with its own peril.) We're also seeing that low numbers frequently came from dwindling or dying marques—Fraser didn't last into 1952, Hudson and Packard didn't make it out of the '50s, and De Soto was counting the days to its demise.

We grouped the Hudsons, De Sotos, and Kaiser/Frazers; they're so rare we could write about each of them in tandem.

**70 Made!**  
1949-'50 FRAZER MANHATTAN  
CONVERTIBLE SEDAN

**54 Made!**  
1949-'50 KAISER DELUXE  
CONVERTIBLE SEDAN

The new Kaiser-Frazer company sold more cars than any other independent car company for the 1947 model year, despite the brand's relatively expensive price tags. As wartime restrictions eased

and other car companies roared to life, K-F sales in 1949 fell so precipitously that leftover '49 models had to be re-VIN'ed as '50s models. Most were plain sedans, but in 1949, a convertible sedan debuted—in the Kaiser Deluxe and Frazer Manhattan lines. From 1949-'50, a total of 124 were built across the two marques. Kaiser stopped producing the model for 1951, though Frazer built 131 more in the marque's final year.



RICHARD LENTINELLO

**77 Made!**  
**1950 PACKARD  
CUSTOM EIGHT VICTORIA  
CONVERTIBLE**

A new 1950 Packard Custom Eight Victoria Convertible cost \$4,520, more than any other new American car in 1950. It's one thing to have had the biggest-money car for sale in America, but where's the bragging rights when you only built 77 of them? The model was discontinued for 1951, and the most expensive 1951 Packard cost \$900 less. Today, only a handful are known to have survived.

**50 Made!**  
**1952 HUDSON  
COMMODORE BROUGHAM  
CONVERTIBLE COUPE**

**50 Made!**  
**1953 HUDSON SUPER WASP  
BROUGHAM CONVERTIBLE**

For 1952, four of the five Hudson lines offered a convertible. Sales were

tumbling year-on-year despite the PR success of the Hornet racer, and the convertibles (which cost 20 percent more than the sedans) were few and far between. Just 50 Commodore Brougham Convertibles were sold for the year (20 with the Six and 30 with the Eight, which were treated as separate lines). With the Commodore gone for 1953, you'd think the upscale-yet-\$300-cheaper Super Wasp would get a boost. Alas, no.

**Two Made!**  
**1958 CHRYSLER WINDSOR**

In 1957, there was no Chrysler Windsor convertible. In 1959, there was, and Chrysler sold 961 of them. For 1958? Two 1958 Windsor convertibles. *Two!* Why bother? Our best guess: It was an easy mix-and-match, since New Yorkers and 300s already offered convertibles and Windsor coupes were available. Also, the Forward Look proved so successful with the public in 1957, and the factory kicked 'em out the door so fast, that rampant quality issues helped tank

'58 sales; better to sort that out than launch new models. Combine this with the 1958 recession, and... still... *Two!*

**82 Made!**  
**1958 DE SOTO ADVENTURER  
CONVERTIBLE**

**97 Made!**  
**1959 DE SOTO ADVENTURER  
CONVERTIBLE**

Performance sold well for Chrysler in the '50s. Witness the Chrysler 300, Plymouth Fury, and Dodge D-500. De Soto's range-topping performance variant was the Adventurer. With a V-8 (361 and 383 in 1959) topped by a pair of four-barrel carbs and wearing exclusive gold-and-pearl trim on a limited color palette, the Adventurer was meant to drive dads into showrooms. Alas, De Soto was in terminal decline, and precious few Adventurer convertibles were made—just 179 during the 1958-'59 period. Their performance and rarity are why these are quarter-million-dollar cars on the auction block today. 🏆

**Quality Crafted Rubber Parts  
and Weatherstripping**



**Steele**  
RUBBER PRODUCTS

Order a FREE Catalog Today!  
**888-778-2237**  
f t i s STEELERUBBER.COM

**MORE THAN GLASS**



MPT Classic Polish/Finish coats your vehicle with a slippery-smooth durable finish that will protect your vehicle from debris, bugs, and anything mother nature can dish out. Experience the ease of maintaining a long-lasting high gloss finish with MPT Classic Polish/Finish.



**MPT**  
INDUSTRIES

MPT Industries  
Dover, NJ 07801  
Phone: 800-491-4492  
www.mptindustries.com  
Hours: 8AM-5PM EST, M-F

# Most Powerful Engines

*The Big Three vied for horsepower supremacy*

BY THOMAS A. DeMAURO



1955 CHRYSLER 300

RICHARD LENTINELLO

For the 1949 model year, Cadillac and Oldsmobile gained an advantage over competitors by introducing the first modern overhead-valve V-8s of the postwar era. Not long after, other automakers and GM divisions began releasing their own OHV V-8s. As these new engines debuted, the horsepower race escalated with Chrysler, GM, and Ford leading the way by methodically increasing displacement and output.

By 1955, the various divisions of the Big Three, and some of the Independents, offered an OHV V-8 as either standard or optional equipment. Improvements in intake and exhaust flow, component design, cooling, durability, electrical systems, and more, increased in frequency as the decade progressed. By its closing year, most divisions of GM, Ford, and Chrysler had engineered V-8s that produced in excess of 300 horsepower. One was

even rated at 400 hp, and a few others were nearing that figure.

The following list includes the most powerful engine for each year of the decade, based solely on the manufacturer's published horsepower rating, not power-to-weight ratio in a specific car, acceleration tests, nor horsepower-per-cubic-inch.

## 1950

Cadillac's 331-cu.in. OHV V-8 produced 160 horsepower and 312 lb-ft of torque—25 hp more than Oldsmobile's 303-cu.in. V-8. Designed to power all of the luxury division's models, Cadillac's 7.5:1-compression-ratio two-barrel engine was considerably lighter and more compact than the 1948 L-head V-8 it replaced. By comparison, it featured a block with five main bearings instead of three to increase rigidity. Bottom-end efficiency was further improved via the use of an oversquare design—large 3.8125-inch bore and short 3.625-inch stroke—which

permitted a shorter block deck height and reduced piston travel to lessen frictional power losses. Pistons with slipper-type skirts allowed for shorter connecting rods and lower reciprocating weight. The overhead-valve wedge combustion-chamber design provided a more complete burn of the air/fuel mixture, and it allowed for future compression-ratio increases. A hydraulic-lifter camshaft offered quiet and efficient actuation of the valves via pushrods, shaft-mounted rocker arms, and valve springs.

## 1951

With the introduction of its 331.1-cu.in. Hemi "FirePower" OHV V-8 for New Yorkers and Imperials, Chrysler vaulted to the lead in the burgeoning horsepower race. It had a 3.81-inch bore, 3.63-inch stroke, stout bottom end, and unique cylinder heads with efficient hemispherical combustion chambers, centrally located spark plug, laterally opposed large overhead

valves with Twin Concentric Valve Springs, dual rocker shafts, and generously sized and more direct intake and exhaust ports than traditional designs. Additional attributes included a quiet-operating hydraulic camshaft, 7.5:1 compression ratio, and a two-barrel carburetor. The new Hemi produced 180 hp and 312 lb-ft of torque, setting a new standard for engine power.

### 1952

Cadillac celebrated its Golden Anniversary in 1952, and its models benefited from an upgrade to a four-barrel carburetor and intake manifold, and freer-flowing air cleaner, as well as exhaust revisions that included wider ports, larger valves, new manifolds, and dual pipes, mufflers, and resonators. Output of its 331-cu.in. engine increased to 190 horsepower and 322 lb-ft of torque, which was enough to recapture top horsepower honors from the Hemi.

### 1953

Not a division to rest on its laurels, Cadillac incorporated revised combustion chambers and pistons, a higher 8.25:1 compression ratio, a new high-lift camshaft, and a 12-volt electrical system. The power rating of its venerable 331 four-barrel V-8 increased to 210 hp and 330 lb-ft of torque, as Chrysler's Hemi stood pat at 180 hp.

### 1954

Chrysler added a four-barrel carburetor, additional intake- and exhaust-manifold and cylinder-head breathing upgrades, and dual exhaust to extricate 235 hp and 330 lb-ft of torque from the version of the 331.1 Hemi destined for the 1954 New Yorker Deluxe and Imperial. This rating edged out Cadillac's improved figure of 230 hp. The higher number was realized without increasing the Hemi's compression ratio, which remained at 7.5:1, so Chrysler contended it maintained

an advantage over some of its high-compression competitors by being able to run on less-expensive regular fuel instead of premium. The additional engine output was marketed not only as a performance enhancement, but also as an increase in safety with regard to passing, since, with more power, the task could be completed in less time and over less distance.

### 1955

With the introduction of the Chrysler 300 (C-300) partway through the 1955 model year, the automaker upped the ante by adding two inline four-barrel carburetors, an aggressive solid-lifter camshaft, and low-restriction dual-exhaust system to its 331.1-cu.in. Hemi. Its compression ratio was 8.5:1. The result was a milestone 300-horsepower rating for an OHV V-8, and 345 lb-ft of torque, making it the most powerful engine of its day. This version of the Hemi was exclusive to its namesake 300 model.

### 1956

By enlarging displacement to 354-cu.in. via an increase in bore size to 3.94 inches, raising compression to 9:1, and retaining the two four-barrel carburetors, the Chrysler 300B engine's rated output rose to 340 hp and 385 lb-ft of torque in standard trim. The optional 10:1-compression-ratio V-8 that also came with a better exhaust system, produced an industry-leading 355 hp plus 405 lb-ft of torque, and eclipsed the one-horsepower-per-cubic-inch benchmark.

### 1957

Chrysler's further infusion of cubic inches via a 4.00-inch bore and 3.90-inch stroke and a new block with a taller deck height, netted a 392-cu.in. Hemi. The standard 9.25:1 compression ratio 300C engine was rated at 375 hp and 420 lb-ft of torque. A 10:1 compression ratio, longer-

duration camshaft, and low-backpressure exhaust system raised output to 390 hp for the 300C engine included in the super low-production optional chassis package.

### 1958

Ford Motor Company's new 430-cu.in. Super Marauder engine, with its 4.30 x 3.70-inch bore and stroke, boasted the largest displacement of any OHV V-8 of its era. It was part of the MEL engine family that was developed for the Mercury, Edsel, and Lincoln lines (though the 430 wasn't used in the Edsel). The cylinder-head deck surface was flat where the combustion chamber would normally be, as the wedge-shaped chamber was actually created by the design of the top of the piston and the angle-milled block deck instead, to create a 10.5:1 compression ratio. Large inline valves used shaft-mounted rocker arms. Though the four-barrel 430's rating peaked at 375 hp and 490 lb-ft of torque in Lincolns, the 3 x 2 induction version, optional in Mercurys and outfitted with a space-age aluminum air-cleaner assembly covering its three two-barrel carburetors, developed an eyebrow-raising 400 hp, making it the most powerful engine of 1958.

### 1959

Ford's 430's reign was short-lived due to the departure of the 3 x 2 option. Chrysler introduced its new 10.1:1 compression-ratio Golden Lion 413-cu.in. RB engine (raised block) featuring a 4.18 x 3.75-inch bore and stroke with wedge-type combustion chambers, a single rocker shaft on each cylinder head, and inline valves to replace the 101-pound heavier and more-expensive-to-manufacture Hemi. In Chrysler 300E trim, the 413 was equipped with a high-output hydraulic camshaft and two inline four-barrel carburetors. It reclaimed the top power rating with 380 hp (and it produced 450 lb-ft of torque). 🏆

*It's Back:  
The Original*

## "LEVEL 2" SHOW CHROME

The Mirror Finish with Lifetime Warranty. Developed in The Early 90s For You The Hobbyist In An Effort To Keep Plating Costs Down!

### WE DO IT ALL

- ◇ Copper, Nickel, Chrome
- ◇ Silver, Gold, Brass
- ◇ Pot metal restoration
- ◇ Polishing on Stainless & Aluminum
- ◇ Repairs on all Metals
- ◇ Aluminum Brite Dip Anodizing

**JERRY MARTIN** ◆ CHARGER METALS

**215-289-9227** ◆ Cell: **267-237-4411** ◆ Philadelphia, PA

*43 years' experience means your parts are in good hands!  
Level 1 Concours Chrome Still Available For The Ultimate Finish!*

## INSPECTION STICKERS

A YEAR APPROPRIATE REPRODUCTION STICKER FOR YOUR CAR.



Any state, years from 1930 to 1990. Looks ideally authentic.



"Peel and Stick" Includes Gas Ration

[www.inspectionsticker.net](http://www.inspectionsticker.net)

Email [sdabob@yahoo.com](mailto:sdabob@yahoo.com) • Call Mon-Fri 9-5 • 708-567-5380

# Most Chromed Models

*Twelve of Detroit's most lavishly decorated automobiles*

BY TERRY SHEA



RICHARD LENTINELLO

At the beginning of the 1950s, dowdy and conservative were giving way to adventurousness and daring. With the technical processes of chrome plating all worked out by the 1950s, and with chrome both brighter and lower maintenance than the previous nickel-plated finishes, designers could fully embrace chrome plating, and that they did! Automotive stylists seemingly couldn't get enough of it. If a little was good, more was better, and too much was just about right.

## 1952 PONTIAC CHIEFTAIN

The 1952 Pontiac Chieftain certainly is not the only car with a big, wraparound front bumper and grille bars that paralleled it, but the Chieftain also featured five chrome strips running along the centerline of the body from the chrome lip at the leading edge of the hood to the windshield, skipping the roof and then picking up again on the trunk. At the rear, another large wraparound bumper featured tall vertical overriders. Pontiac didn't hold back with chrome on the side of the body, either, with a long spear starting at the trunk and going all the way to

the front fender. More chrome featured on the leading edge of the pontoon fenders, along with a strip that wrapped around the base of the greenhouse.

## 1953 BUICK ROADMASTER

Buick's designers were seemingly the first to adopt the copious chrome that came to be a signature styling feature of 1950s automobiles. For 1953, the Roadmaster featured that big, toothy grille surrounded by a chromed arc above and a large, wraparound bumper below. A chrome spear started at the front wheel arch before giving way to a large panel at the bottom of the rear quarter panel, from which it doubled back again toward the front along the rocker panel. The rear bumper mimicked the front and wrapped around to meet that spear at the quarter panels. Add in chrome VentiPorts, and the 1953 Roadmaster—in any body style—shone as brightly as any American car in 1953.

## 1955 MERCURY MONTCLAIR

We have no way of knowing for sure, but from the looks of it, the front bumper of the 1955 Mercury Montclair must have been one of the biggest, heaviest, and most chromed objects ever to adorn an American car. The fat double-row defender

almost looked like it bogged down the front of the car. With multiple pieces of chrome trim on the side of the body and along the rocker panels, there was plenty of brightwork to go around, but that huge front bumper made the Montclair's presence known wherever it went.

## 1956 LINCOLN PREMIERE

With the introduction of the Premiere in 1956, Lincoln pulled out all the stops and built a decisively shiny machine as its range-topping car. The Premiere debuted with a gloriously large grille that even cut into the hood line. The double-row bumper was still there, but the grille was now front and center. Add in a thick chrome spear pointing from the rear quarter panels all the way to the front fenders and large chrome wheel covers, and clearly Lincoln had caught onto the chrome craze.

## 1956 PACKARD 400

The 1956 Packard 400 featured a full-width grille that had the illusion of wrapping all the way around the body via chrome panels that went entirely from stem to stern. It's as if Packard knew it was on the way out as an entirely separate make of cars and it had saved the best, or at least its most decorative, for last. Somehow, the look was still understated, but there's no mistaking a '56 Packard 400.

## 1957-'58 CADILLAC ELDERADO BROUGHAM

Harley Earl championed chrome—lots and lots of chrome. One of the last designs completed under his watch was the 1957 Cadillac Eldorado Brougham four-door hardtop. The 1957-'58 Eldorado Broughams might be the most ostentatious and conspicuous American car in an era of ostentatious and conspicuous cars. Beyond the massive bumpers with their protruding bullets front and center was a litany of other bright metals, including polished stainless steel as used on the roof. Even its driver, unable to see all that exterior brightwork, was treated to big chrome bezels and a chromed center section on the steering wheel.

## 1958 BUICK

Up front, the thick, wraparound bumper was topped at each corner with a large, chromed bullet-shaped housing for the parking lamps and turn signals. A smaller, but still rather substantial, chrome piece at the base of the front of the hood mirrored the actual bumper, with the two pieces framing the grille. Above, where the fenders dipped inward toward the raised hood, the chrome for the side spears began before following the body's lines all the way to the rear where it met another big chrome bumper. But at the back, the models differed slightly in how customers could get their chrome on. While most models featured a large, shiny, bullet-shaped arrow filling the quarter panel, the Limited-series Buicks featured 15 canted, near-vertical chrome slashes instead. Either way, virtually every body panel had chrome fixed to it one way or another.

## 1958 CHEVROLET IMPALA

It wasn't just the big, full-width grille and corresponding wraparound bumper that put the 1958 Impala on this list; it was also the fact that Chevrolet designers put chrome bits and pieces wherever they could: the chevron below the hood ornament, the fender-topping aircraft-like embellishments, the headlamp surrounds, the four slanted faux vents at the front of each fender, the long spears the length of the body and even on the character lines that highlighted the "flopped-over" fins at the rear of the car.

## 1958 OLDSMOBILE 98

The 1958 Oldsmobile 98 eschewed shyness from every angle, resplendent in acres of chrome. Take the headlamp bezels, which were seemingly carved out of the body, extending not only the length of each fender, but well into each door as well, and accentuated by a sword-shaped piece of chrome surrounded by that chromed bezel. This model distinguished itself with a pair of taillamps ensconced in what looked like chrome-plated jet-engine exhausts, seemingly ready to fire up the afterburners at a moment's notice.

## 1958 PONTIAC BONNEVILLE

The 1958 Bonneville was Pontiac's step upmarket, or, as the advertising guys put it, "the first true union of sport car action with town car luxury." The Bonneville featured big wraparound bumpers and massive rocket-inspired side trim, but also four more chrome horizontal strips on each front fender. With chrome and its style associated with luxury, Pontiac hit the mark with the Bonneville.

## 1959 CADILLAC

Almost no list on design highlights from the 1950s can be complete without the inclusion of the 1959 Cadillac. While the front end certainly draws attention, with the oh-so-wide front bumper with the twin parking lamps integrated, the chrome strips atop the fenders, and the big chevron under the hood badge, it's at the back where Cadillac truly went big on the chrome in 1959. From the tops of the massive, twin-jet-inspired taillfins to the pumpkin-sized taillamps, seemingly everything on the back of Cadillac was chromed for 1959, with the rear featuring more brightwork than the front.

## 1959 IMPERIAL CROWN SOUTHAMPTON

Chrysler's crowning achievement in chrome came in the form of the Imperial Crown Southampton, which featured a rather toothy grille over an even more bulbous front bumper. Exner and gang lathered more chrome on the car, from side spears that started where the rear bumper wraps around and ended at the front wheelwell. Further chrome trim adorned the tops of the front fenders, the headlamp nacelles, and the especially cool rear gunsight taillamps. 🚗

## Complete Repair, Restoration & Custom SPEEDOMETERS TACHOMETERS GAUGES

BEFORE



AFTER



CALL OR VISIT OUR WEBSITE!  
**(800) 592-9673**  
[www.bobsspeedometer.com](http://www.bobsspeedometer.com)

## A Better Way to Spray!

Save up to 50% on Paint Materials & Reduce Overspray up to 80%



Pat. 370490

**TP** TIP TOOLS & Equipment

Produces 7.5 psi @ 60 cfm for superior finishes. Sprays stains, lacquers, enamels, pearls, primers, urethanes, clears, base-coats & waterborne materials. 12 amp. 115v motor. Includes: SHOWTIME 99 high-volume 3-stage turbine unit, ProLine 20-oz gravity-fed finish gun, ProLine 1-qt primer gun & hose.

\$1068

#TP-99PLUS

**\$799**

UPS HEAVY Add \$35 US-48

SHOWTIME 99 HVLP 3-Stage Turbine Paint Spray System

Limited Time BONUS! FREE \$169 Value! Touchup Gun - Total 3 Guns

7075 SR 446, Canfield OH • 800-321-9260 • [www.tptools.com/hcc](http://www.tptools.com/hcc)

## PROTECT YOUR INVESTMENT

Unique Alternative to the Standard Car Cover



Full-time Outdoor Car Cover Under Development. Available Summer of 2018.

[covercarconcepts.com](http://covercarconcepts.com)  
[ipetrenko@covercarconcepts.com](mailto:ipetrenko@covercarconcepts.com)

# Limited-Production Wagons

*The rarest station wagons Detroit manufactured in the 1950s*

BY JEFF KOCH



1950 OLDSMOBILE  
FUTURAMIC 76 WAGON

The days of collectors turning their noses up at station wagons have long since past. No longer are they simply parts cars for convertibles or hot rod fodder. Wagons, as a category, have blossomed in the last few decades—and '50s wagons have led the charge, combining high style, outstanding utility, and sheer driveability.

In our search for the rarest wagons of the 1950s, three themes kept cropping up. First, production ramping up or ending tended to draw smaller production numbers. Quality control should be especially high for a new model, and interest at its nadir as production ends. Second, independent-built wagons tended to be rarer. With production figures that resemble rounding errors at Chevrolet or Ford, the numbers get even smaller when production is split up by body style. And finally, given a range of high-powered V-8 models and low-powered straight-six models, the latter versions generally suffered in sales and production.

Whatever the reason the numbers worked out the way they did, each wagon listed here has a total production of under 250 units. Dozens of wagons enjoyed runs tallying in the triple digits, but nearly 20 clocked in with production below 500 units. Our story hits the rarest, but there are plenty of low-production station wagons to go around—although how many have been claimed by time, street-rodged, or given their parts for the restoration of other, less-rare but sexier coupes and convertibles, cannot be known.

**100 Made!**  
**1950 DE SOTO CUSTOM  
FOUR-DOOR WAGON**

**100 Made!**  
**1950 DODGE CORONET SIERRA  
FOUR-DOOR WAGON**

Clear into 1950, Chrysler was still making wood-bodied station wagons, including for Dodge and De Soto divisions. But a running change through the year saw the woodie wagon phased out in favor of a new all-steel wagon, for "...extra durability and safety," claimed the 1951 Dodge brochure. The switch from wood-frame to all steel came so late in the model year that it didn't make it into the brochures for '50, and precious few examples were built for the year—just 100 each for Dodge and De Soto divisions, by all counts. Whether so few were built and sold because word didn't get out, or because Chrysler Corp. wanted to use 1950 to work the bugs out of the new model, remains an unknown. Production numbers for 1951-'52 were combined, with breakouts unavailable, but Dodge built 4,000 1951-'52 Coronet Sierra wagons, and 1,440 steel-bodied De Soto wagons in the same time frame.

**225 Made!**  
**1954 DE SOTO POWERMASTER  
FOUR-DOOR WAGON**

De Soto was blessed with V-8 power from 1951, and while the six-cylinder Powermaster line was still hanging tough in showrooms, it didn't have nearly the presence and marketing push that the V-8 Fire Dome line did. Maybe the buying public didn't see the efficiency gains to be collected in ordering a 116-hp six in a

two-ton wagon. Whatever the case, Fire Dome V-8 wagons outsold six-cylinder Powermaster wagons by more than 4:1 (946 V-8s versus 225 Sixes).

**247 Made!**  
**1950 OLDSMOBILE FUTURAMIC  
76 DELUXE WAGON**

**121 Made!**  
**1950 OLDSMOBILE FUTURAMIC  
76 WAGON**

In 1950, Oldsmobile was the talk of the industry. Futuramic styling! The Rocket V-8 engine! The thought of putting the 98 engine in the 76 chassis to make the world-beating 88! It was easy to forget that the low-line 76 models still existed—and judging by sales numbers of the two wagon models, it seems that many did. Whatever the case, the two levels of 88 wagon outsold the combined 76 wagons by nearly six-and-a-half times. Even so, by 1951, both the 76 line and the wagon body style were cancelled from Oldsmobile's production schedule—thus making a 1950 Futuramic 76 wagon doubly interesting.

**159 Made!**  
**1958 PACKARD WAGON**

We know that 1958 was the end of the line for Packard, we know that the merger with Studebaker didn't help either party, and we know that the recession of 1958 clobbered every carmaker hard, bar Rambler. Less well remembered is that the 1958 Packard model line was launched in January of '58, and came dribbling to a halt barely six months later. Roughly 2,600 1958 Packards were built, but of these, the station wagon is the rarest of all final-year Packards. 🏁

# Oddball Options

*A selection of wild features in '50s cars that wouldn't fly today*

BY JEFF KOCH



CHRYSLER

## 1956-'57 CHRYSLER HIGHWAY HI-FI

Don't like what's on the radio? Once upon a time it was a choice between local stations and silence. This changed for 1956, when Chrysler introduced Highway Hi-Fi, a CBS/Columbia-built record player that mounted under the instrument panel, above the transmission hump. A selection of 7-inch records, which played at 16 $\frac{2}{3}$  rpm, were provided with purchase. The stylus was sapphire, the pickup was ceramic, the needle was specially designed not to be affected by bumps or cornering angles. The proprietary record speed meant that your sound selection was limited; only 42 records were ever available (Famous Operettas by Morton Gould and his Orchestra, anyone?), and the option crashed and burned. Even so, it was the first advent of personal sound in cars, from the days before Earl Muntz' four-track.

RICHARD LENTINELLO

## 1957-'58 CADILLAC ELDERADO BROUGHAM VANITY AND DRINK TUMBLERS

Every 1957 and '58 Eldorado Brougham was delivered with a full vanity set. An Evans compact case also included a comb, mirror, cigarette case, lipstick, coin holder, and powder. (It's like they repurposed the LaFemme goodies for Cadillac.) In the rear, a special compartment contained a small leather notebook with Cross pencil, beveled mirror, and a perfume atomizer with a single ounce of Arpège Extrait de Lanvin perfume. A tissue holder was also included. But what got our attention were the four metal drink tumblers that stayed steady on a magnetic tray in the glovebox. Traffic got you down? Numb the ride home with a belt of bourbon from your hip flask... No one can tell what you're drinking in a metal cup! Not MADD approved. ☞

As the go-go '50s marched on, cars got progressively bigger, faster, wilder. The suburbs and freeways increased our commuting time. As more cars sold, there was more room for personalization. Engineers were trying out new concepts left and right, and no idea was too wild. Was it? Well... not everything the engineers tried went down smoothly with the public. Here are a handful of options that time quickly forgot about—although we haven't.

## NASH RECLINING SEAT BEDS

In the days before reliable motel chains standardized the industry, weary travelers from distant places could easily walk into a Norman Bates Special. Nash believed that those who spent their lives on the road, like traveling salesmen, might want to save a few bucks and feel safer, to boot. Their answer? Fully reclining front seats. Mattresses and window screens were also available. Pitched at sportsmen who would rather sleep in a bed than a duck blind, the 1951 Nash brochure also promoted it as "A wonderfully comfortable daytime couch for sleepy children," although hurtling 75 mph down a freeway with a horizontal, unbelted child might alarm a few safety-sensitive parents today.

## 1955-'56 DODGE LAFEMME ACCOUTREMENT

Marketed as a car for the ladies, the pink-and-white exterior was just the start. The LaFemme repeated the color motif inside, with pink-rosebud upholstery on a pinkish-



silver background and pale-pink vinyl trim. Included with the package were a raincoat, rain hat, and umbrella, all with a rosebud motif that matched the interior. The LaFemme also came with a matching purse, stuffed with a lipstick case, compact, comb, cigarette case and lighter, and a change purse; this purse could be stowed in a hidden compartment inside the car. All were made by Evans of Chicago, and all had gold-toned metal accents with either pink calfskin or faux-tortoiseshell plastic. By the end of 1956, Dodge announced times-up on the slow-selling LaFemme.

## 1955-'56 PACKARD CARIBBEAN REVERSIBLE SEAT CUSHIONS

Convertibles had an eternal problem—namely, the seats. You could scorch your thighs on hot vinyl or leather if you left your convertible top down in the baking sun. We also know how cold leather and vinyl feel first thing in the morning or when the sun drops. Cloth can be far more cossetting; it is less likely to burn your legs than vinyl or cowhide, and it can warm up more quickly in cooler temps from your body heat. But

**PRE-SALE DISCOUNT  
NOW THROUGH JULY 31ST**  
Buy your tickets now at  
[www.hemmings.com/concours](http://www.hemmings.com/concours)

**SEPTEMBER 14, 15, 16, 2018**  
**Hemmings Motor News**  
12th Annual

# CONCOURS

**Held at The Queen of  
American Lakes:  
Lake George, New York!**  
(at the Festival Commons)



#### HOST HOTELS:

- **Fort William Henry Resort, (518) 668-3081**  
Group name: Hemmings Concours d'Elegance
- **Comfort Suites, (518) 761-0001**  
Group name: Hemmings Motor Group
- **Best Western, (518) 668-5701**  
Group name: Hemmings Concours d'Elegance
- **Hampton Inn, (518) 668-4100**  
Group name: Hemmings Motor News (by phone)  
HMN (online)
- **Holiday Inn Resort, (518) 668-5781**  
Group Code: HMN
- **Wingate by Wyndham, (518) 668-4884**  
Group Code: Hemmings Motor Event
- **Quality Inn, (518) 668-3525**  
Group name: Hemmings Motor News (by phone)  
WK3CY5 (online)
- **Lake George RV Park, (518)-792-3775**  
Code: Hemmings Concours

## ▶ FRIDAY, SEPTEMBER 14th

#### REGISTRATION • RALLY • DINNER CRUISE

- 9:00 a.m. – 4:00 p.m. Registration at the Festival Commons, Lake George, New York.
- 11:00 a.m. – 2:30 p.m. – Join in a rally through the Adirondack region to Prospect Mountain. Luncheon buffet lakeside, at The Algonquin restaurant, Bolton Landing, New York. **Limited seating, order early!**
- 5 p.m. – 8 p.m. – Cruise on scenic Lake George, aboard the Lac du Saint Sacrement and enjoy a dinner buffet (cash bar), with live music. **Limited seating, order early!**

## ▶ SATURDAY, SEPTEMBER 15th

#### CRUISE-IN • CELEBRATORY DINNER

- Gates open at 8:00 a.m. An all-makes car show that's open to cars, trucks and motorcycles. Including: muscle cars, street rods, sports cars, exotics and classics. Awards at 2:00 p.m.
- Cocktail reception with cash bar at 6:00 p.m. and dinner available at 7:00 p.m. at Towers Hall on the Fort William Henry property. Keynote Speaker and Honorary Chairman: Wayne Carini. **Limited seating, order early!**

## ▶ SUNDAY, SEPTEMBER 16th

#### CONCOURS d'ELEGANCE

- 9:00 a.m. – 3:00 p.m. Open to concours-quality, pre-1974 cars, by invitation only.

#### TROPHIES TO BE AWARDED!

Winners also will appear in the pages of *Hemmings Motor News* and *Hemmings Classic Car*.

**ON SUNDAY, WEAR YOUR PERIOD-  
CORRECT VINTAGE CLOTHING!  
TROPHIES WILL BE AWARDED.**

CONCOURS PRESENTED BY:

GULLWING MOTOR CARS



[www.gullwingmotorcars.com](http://www.gullwingmotorcars.com)

A portion of proceeds will be donated to these two organizations



# D'ELEGANCE

**ENTER YOUR SHOW CAR IN THE SUNDAY CONCOURS!**  
Submit photos to: [concours@hemmings.com](mailto:concours@hemmings.com)  
Open to concours-quality, pre-1974 collector cars, by invitation only.

## CARS WELCOME TO SHOW AT THE SUNDAY CONCOURS:

All Pre-1974 Full Classic® cars as recognized and listed by the Classic Car Club of America.

## CONCOURS FEATURED MARQUES:

- Lotus Road Cars
- Cars of Pininfarina
- Chrysler Letter Cars
- Prewar Cadillacs
- 1957 Ford E- & F-Code Cars
- Prewar Motorcycles
- Fresh Restoration\*

## TO ENTER YOUR SHOW CAR IN THE SUNDAY CONCOURS:

Submit photos to [concours@hemmings.com](mailto:concours@hemmings.com)  
Open to concours-quality, pre-1974 collector cars, by invitation only.

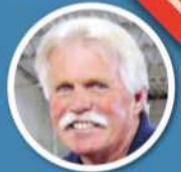
## TO REGISTER FOR THE SHOW . . .

. . . or to find out more, log on to:  
[hemmings.com/concours](http://hemmings.com/concours)

Call 800-227-4373 / e-mail Mary Pat Glover at [mpglover@hemmings.com](mailto:mpglover@hemmings.com). Register early to ensure you're able to stay at the host hotels.

\*Open to cars that have never been shown.

## Keynote Speaker & Honorary Chairman: Wayne Carini



As star of *Chasing Classic Cars*, Wayne takes viewers on his mission to uncover the world's most rare and exotic cars. As a sought-out master restorer, he's done body and paint work on rare car collections, from the du Pont family's cars, to David Letterman's. His lifetime of experience with cars is sure to provide us with an enlightening commentary.



## Master of Ceremonies: Bill Rothermel

Bill's broad knowledge and experience as an automotive historian and writer – as well as his role as master of ceremonies or judge in over 20 concours-level events nationwide – position him as an unrivaled expert. He's also a valued member of the Boards of Directors of the AACA Museum in Hershey, PA, and the Elegance at Hershey, and a past-Board member of the Rolls-Royce Foundation and the Boyertown Museum of Historic Vehicles. His lifelong interest in cars of all kinds and eras makes him a fascinating automotive commentator.

## NEW AND IMPROVED THIS YEAR

Cool-down tents, marching band, vintage fashion show, silent auction, free trailer parking, additional spectator parking and transportation to and from the show field, expanded space for Saturday dinner, and two awards for Best in Show: Prewar and Postwar.

### GOLD SPONSORS:



### HOSPITALITY SPONSOR:



### SILVER SPONSORS:



# Primo Premiere

*A low-mileage original convertible from Lincoln's 1957 line of fine cars*

BY THOMAS A. DEMAURO • PHOTOGRAPHY BY RICHARD LENTINELLO



Entering the 1957 model year, Lincoln was riding the momentum of record sales for its popular award-winning redesigned 1956 models. Though not significant competition for Cadillac with regard to volume—GM's prestige division was selling about three-times more automobiles—Lincoln still had sold over 50,000 cars for '56, greatly exceeding its own 1955 production output.

A host of styling updates accompanied the '57 models. The new "Quadra-Lite" front end featured vertically stacked headlamps over road lamps and a revised grille area and front bumper. The hood ornament and side brightwork were redesigned, and the fender skirts were retired in favor of reshaped rear wheelwells. New "canted rear blades" originated at vent-like bright trim under the quarter windows and terminated at reshaped taillamps. Also incorporated were a restyled decklid emblem, "wraparound rear grille treatment," and a more substantial bumper with wider backup lights and without the previous year's "integrated jet-pod exhaust" ports.

The Premiere debuted for 1956 above the Capri, and though they looked much the same outside except for badging and both came with power steering and brakes, the more expensive

Premiere featured more standard equipment like power windows, four-way power seat, and upscale interior trim.

For 1957, the 368-cubic-inch, dual-exhaust Lincoln V-8 now developed 300 horsepower and 415 lb-ft of torque. Its Carter four-barrel carburetor had a higher CFM rating than the Holley "Teapot" did for 1956, and the compression ratio was increased to 10:1 from 9:1.

A three-speed "Turbo-Drive" automatic transmission and a 3.07:1-ratio Hotchkiss-type differential were also included, with 3.31 gears optional but standard with extra-cost air conditioning.

The 126-inch wheelbase was retained, but overall length of the Premiere and Capri was extended to 224.6 inches, and width to 80.3 inches. The foundation of the "Hydro-Cushioned" ride was a sturdy frame with side rails, four crossmembers, and a center X-member. Upper and lower front control arms, ball joints, spindles, coils springs, and shocks comprised the front suspension, and eight-leaf springs and sea-leg mounted shocks were in the rear. The braking system comprised 12-inch drums, and the Premier rolled on 15-inch steel wheels with full wheel covers.

Premiere body styles included a two-door hardtop,



According to this Premiere's owner of 36 years, the original 300-hp 368-cu.in. V-8 engine has yet to require any major work, aside from detailing.

four-door sedan, four-door Landau hardtop, and two-door convertible—the latter being the rarest for the 1957 model year. Speaking of convertibles, when Suffield, Connecticut, resident and restaurateur Naif Makol Jr. was 13 years old and living in Springfield, Massachusetts, his dad, Naif Sr., bought a white 1957 Premiere convertible with black-and-white leather interior. "I was always enthralled with that car," Naif Jr. reminisces.

He learned to drive in the Lincoln and his mother's '57 Fairlane. "I used to steal my father's car at night when he was sleeping and then forget to reset the seat position when I got home," he says. "He would notice it the next morning and give me hell for taking his car without permission."

Ultimately, his dad traded the Premiere in for a Polynesian Gold '63 Lincoln Continental four-door hardtop, but young Naif never forgot how much he loved driving that convertible. Thus, in the early 1980s, he began searching for a soft-top 1957 Premiere of his own.

An ad in *Hemmings Motor News* in 1982 caught his eye because it was large, and it boldly stated that this Lincoln was the "Newest and most expensive 1957 Premiere

Sheet metal

## BEAD ROLLER

- Easy to operate
- Large 15" deep throat
- Gear drive
- Kit includes 6 sets of dies for beading, crimping and flanging



Sale \$169.99  
Model #WFR6

- Ideal for stiffening panels

Quality metal working tools at affordable prices

**WOODWARDFAB.COM**

Phone: 1-800-391-5419 Fax: 810-632-6640

## The Experience Concours

HOSTED BY THE CLASSIC CAR CLUB OF AMERICA MUSEUM  
On the campus of Gilmore Car Museum, Hickory Corners, MI  
Inviting all Full Classics® and Cadillacs 1915 - 1965  
Featuring Overnight Driving Tour



June 1-3

CCCAMuseum.org

## STUDEBAKER'S HIDDEN TREASURE



This beautiful, hardbound book\* not only highlights the Golden Hawks of 1956 through 1958, it also unfolds the history surrounding the production of these magnificent cars. *Studebaker's Hidden Treasure* is a must-read for all automotive enthusiasts.

Available at  
**amazon**

Also available at:  
**www.barronpublishing.com**  
or call us at (717) 431-7250

**BARRON**  
PUBLISHING CO.

\*88 pages, full-color, beautiful photos, \$34.95 plus S&H



**Optional "3-tone" leather trim interior is original. The extra-cost Travel-Tuner radio features "Town" and "Country" selector bars, and came with front and rear speakers, a power antenna, and a foot switch to change the stations when the driver would rather not reach for the radio buttons. Power windows were standard in the Premiere.**



convertible in the world." It backed up its boasts with a \$20,000 asking price when most others were selling for about \$5,000 at the time according to Naif, and it had just 9,000 miles on its odometer.

The Taos Turquoise convertible was said to be pristine and all original, right down to its 368-cu.in. engine, automatic transmission, paint, interior, and tires. It was optioned with

power vent windows, Automatic Headlight Control, Travel-Tuner radio, "3-tone" leather interior, six-way power seat, padded dash, padded sun visors, and white-wall tires.

Naif immediately attempted to buy the luxurious, well-preserved Lincoln, but he was too late. It had already been sold, so his search continued. Another six months passed when lo-and-behold, the same car was listed once again. Wasting no time, he contacted the seller, negotiated the price down to \$15,100, and then flew down to North Carolina to inspect it. The car was just as described right down to its original Firestone Deluxe Champion tires and spare that had never been removed from the trunk. "The car was like brand new," Naif remembers. Then he drove it home to Massachusetts.

Once home, he removed the original tires and stored them, and mounted a set of reproduction BFGoodrich bias-plys, since a Firestone reproduction of the 8.20 x 15 tire with the 2.5-inch whitewall wasn't available. The factory spare remained in the trunk.

Over the next 36 years, Naif would enjoy his Premiere on the road and at car shows, where it would earn many survivor awards and other accolades. It has even participated in the Hemmings Concours. "It's an American luxury car from the 1950s, so it wallows in the corners," he reports. "It's certainly not a sports car. Acceleration is very smooth, though, as smooth as anything I have in my collection. Engine power is more than adequate, and the transmission shifts effortlessly."

In the early 2000s, the Lincoln developed a carburetor issue. "In passing gear, the engine seemed to be starving for fuel," Naif laments. "We checked everything but couldn't figure it out. Finally, I decided to just have the carburetor rebuilt. When it was disassembled, they found pieces of an accelerator pump sitting in the float bowl. The original pump was still in place, these were extra parts. They were likely there from the



manufacturer." After removing them and reassembling the carburetor, not surprisingly, the engine ran perfectly once again.

Aside from the carburetor glitch, the Premiere has been extremely reliable over the years. "It never gives me a problem," Naif states. "I really haven't had to do any major work to it, aside from regular maintenance and some engine bay detailing. Since it's a low-mileage original car, I try to stay away from aesthetic work so as not to diminish its originality. Consequently, the paint, chrome, and interior have never been touched, aside from cleaning. (A regret I have, however, is that early on I changed the original white vinyl convertible top for a black canvas one because I liked the look of the black one better.)"

"It's just a magnificent car, partially due to the fact that it was well cared for all of its life. It was obvious to me when I bought it in 1982 that it had been stored in a great environment, and whoever maintained it did a fantastic job. I've tried to uphold that standard of care and storage since then." Today, the still-pristine Premiere has about 22,400 miles on its odometer, and Naif adds about 400 miles per year. "Sometimes when people ask me who restored the car, I just tell them Ford Motor Company!"

Ultimately, 41,123 Lincolns were sold for the 1957 model year, not including the exclusive and expensive Continental Mark II, which was still counted for the separate Continental



**The never-used factory spare tire remains in the trunk.**

division. Just 3,676 Premiere convertibles were built, and likely, precious few remain in unspoiled original condition like this one. Though the desired sales increase over the 1956 models never materialized, the styling, luxury, and performance of the '57 Lincolns made indelible impressions on car enthusiasts like Naif and his dad, which ensured that these luxury cars would remain collectible today. 🚗

**NEXT MONTH'S  
SPECIAL SECTION IN  
HEMMINGS CLASSIC  
CAR**

## **CARS OF THE '60s!**

Advertiser deadline: 4/16/18



## The Soft Side

*Motorcar upholstery fabric and trimmings*

BY WALT GOSDEN • PHOTOGRAPHY COURTESY OF THE WALT GOSDEN COLLECTION

**T**he components that contribute to a finished car—engine, axles, body, paint, and lighting—and their suppliers have always been the topics of discussion in popular automotive publications. This has not been the case for the soft side of the automobile. While fabrics may have been discussed in the Interwar Era in terms of styles, colors, and other attributes, there was very rarely a mention of the companies that actually supplied the fabrics for the interior and exterior of the coachwork.

This is odd considering that, unlike the mechanicals, the upholstery is always in view of the driver and passengers.

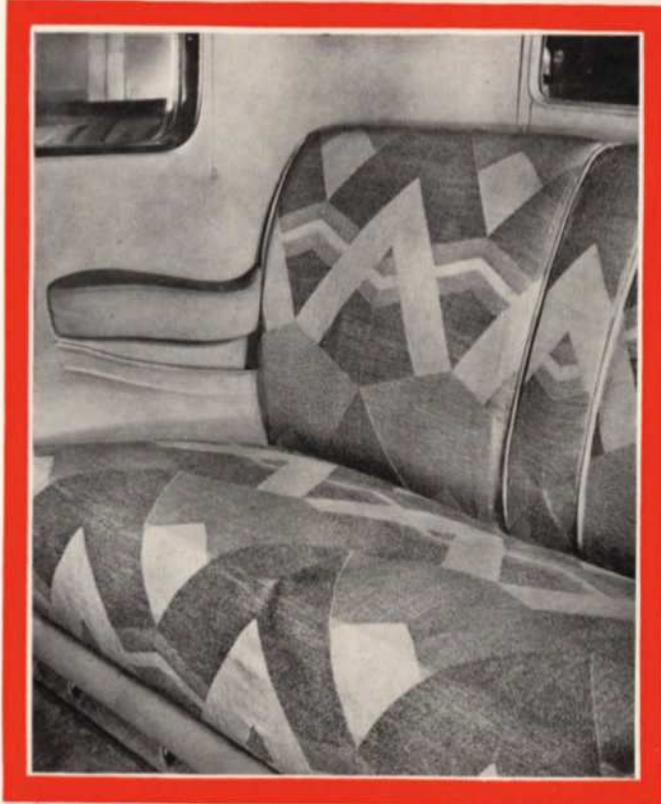
Likewise, the fabric tops—their texture and color—of the cars of this era were more visible than the often-discussed engines, and contributed much to their appearance. Selected in a complementary color, exterior fabrics worked in harmony with the car's overall styling.

Most all of the fabric companies that supplied interior and/or exterior fabrics between 1920 and 1935 ceased to exist decades ago, but there are several exceptions. A couple of these firms started more than 100 years ago and continue in business today, supplying fabric as they have since their founding. Remarkably, one is even still owned by the same family!

A number of the American suppliers had offices in New York City and Detroit. Most were located in the Northeast, at least as far as their manufacturing facilities and base of operations were concerned. Some acted as agents for fabrics that were produced in Europe, and imported them to supply the American car manufacturers and body builders.

Suppliers got the word out about their products by buying advertising in trade periodicals catering to the companies that were involved in the design and creation of automotive coachwork. Such marketing is also prevalent in the souvenir catalogs issued for the annual automobile

MODERN upholstery by foremost American designers, developed in cooperation with du Pont Fabric Advisory Service.



F. SCHUMACHER & CO., 60 West 40th Street, New York

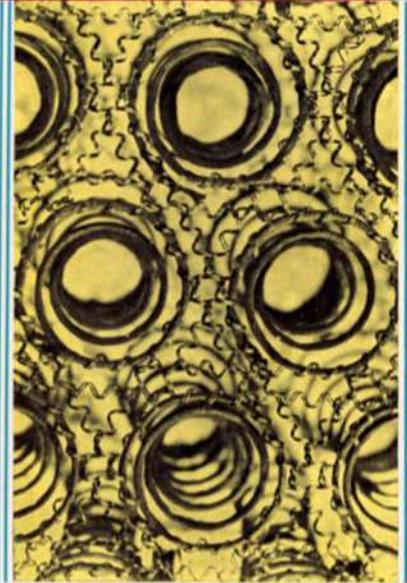


In 1929, DuPont Rayon supplied "modern upholstery by foremost American designers."



Atkinson Spring was the leading supplier of custom-made springs from the 1920s into the 1930s for custom-body builders. This ad dates from 1930.

- BRUNN
- CUNNINGHAM
- DIETRICH
- FLOYD-DURHAM
- HOLBROOK
- JUDKINS
- LEBARON  
Bridgeport
- LEBARON  
Detroit
- LOCKE
- MURPHY
- ROLLSTON
- STEARNS-KNIGHT
- WILLOUGHBY



**AMERICA'S  
MOST DISTINGUISHED BODY BUILDERS**

*realize that ~~After all~~ passengers ride  
on the cushions*

THE Atkinson comfort principle of lacing hour-glass springs together with a flexible web of spiral springs makes every inch of cushion surface actually conform to the shape of the body. Atkinson engineers offer a wide experience in scientifically co-ordinating cushion design with chassis suspension and body layout. They will welcome an opportunity to co-operate with car manufacturers on this increasingly important phase of riding comfort.

F. R. ATKINSON SPRING CO.  
HAMBURG, N. Y.

**ATKINSON** *Lace Web* CUSHION SPRINGS



salons held in New York, Chicago, San Francisco, and Los Angeles. Through such publications, suppliers had a direct connection to the companies that would order their products.

Fabric suppliers also issued books of samples in order to allow clients to experience the color, weave or grain pattern, and thickness and density of their materials firsthand. Suppliers offered some amazing fabrics in a huge variety of colors, patterns, and textures. The bold look of some of the fabrics is astounding, as we often think of the car interiors of this era as conservative in nature.

A number of suppliers would even

create special sample packets for a particular season of what they happened to have on offer, label it with a car's name, and then send it to the auto manufacturers or large dealerships so they could in turn show these fabric samples to customers who might like to personalize a new car beyond the paint color choice and body style.

One sample states: "For the Packard Motor Car Company of Detroit, Michigan Accessories Division by the Fry Company Inc., New York, made of Laidlaw Fabrics exclusively." It shows two fabrics, Packard style No. 100 and No. 200. The label on the back says they were used in Fry Motor

Car seat covers. Both samples are very conservative in pattern and color, and I would guess were used in interiors of sedans or just the rear compartment of a limousine or town car.

Two booklets feature tapestries at 50-inch width, manufactured by the Witchin Company. One book has 21 samples, that are bold in design and color, with a price list showing material costs from \$4.50 to \$11 per yard; most were priced at \$6 per yard. In 1929, the weekly wage for an iron and steel worker was \$36.48, and by 1934 had dropped to \$24.48, so at even \$6 per 50-inch-wide yard, you have an idea of what this special cloth cost.



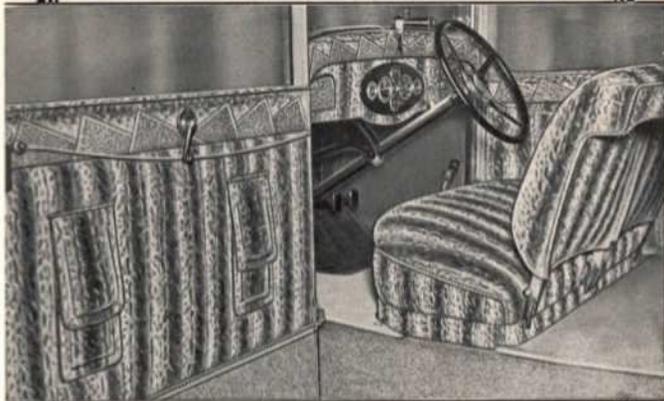
» William Wiese & Co. was a major supplier of fabrics for decades, as shown by this ad dating from 1928.

*Specialists in Interiors  
for  
Fine Motor Cars*

WM. WIESE & CO., INC.  
234 WEST 56TH STREET  
*New York*



## SNAKESKIN for Motor Car Upholstery



*Interior of Hispano-Suiza trimmed with Alpina Karung Skin. Body by Gaston Grammer, Cloth-by-Bette*

SNAKESKIN for motor car upholstery is new in America . . . In France and throughout Europe, Alpina Snakeskin is already an accepted leather for decoration—gracing cars with famous names and owned by personages still more famous.

Snakeskin is a *modern* leather. Its pattern follows the natural markings of the reptile and so combines a highly decorative effect with the durability of leather. For automobile upholstery, Snakeskin has the present advantage, of course, that it is *different* and *distinctive*.

**Genuine ALPINA Snakeskin**

*Exclusive American Distributors*  
F. HECHT & CO., Inc. 10 Spruce Street, New York



Alpina Snake-skin fabric was a popular fad for interiors starting in 1928.



Mussproof and dust-proof is what A.T. Baker of New York called its Fastex Velvet fabric because of its beautiful texture, sheen, and resilience. It was "soft and cool to the touch...as well as luxurious and long wearing."

## WHY FABRICS CHANGED

By Eric Haartz, CEO of Haartz Corp.

In the realm of cloth top materials, solid-shade fabrics were not so common prior to 1930. From the mid-1920s through 1930, styles with fiber blends or multicolored fibers predominated. Solid-shade fabrics came into style around 1930, and the 1929 introduction of John Haartz' Symphony of Color line promoted that style trend. By the late 1930s most of the older, variegated styles phased out and the number of color options slimmed down to the most popular colors, including pale grayish greens and the perpetual blacks and tans.

I've sometimes wondered why that change took place and arrived at two plausible reasons: The prevalence of paved roads reached a point about 1930 that dealing with dust was less of a problem than before (at least for the high-style cars), and the older, variegated textiles were great at masking the presence of road dust. Solid-shade styles were more sensitive to showing the effect of accumulated dust. Depression-era economics also likely contributed to the shift to solid shades, the cost of those being generally less than for variegated color styles.

Incidentally, the guy who headed up our Detroit office, then, was getting along in years and hired a younger assistant. The great-grandson of that assistant heads up our Detroit office today!

Some of the upholstery was very thick, such as the tapestries just mentioned, while some of it was quite thin and specifically referenced for use as slipcovers to be fitted over the normal mohair upholstery cloth. Some years ago, I acquired a large group of fabric samples that date from the 1929-'34 era and came from a Waterbury, Connecticut, Packard dealer. Among the samples is a slipcover swatch that looks like it would be more appropriate for some 1950s through 1960s lawn furniture.

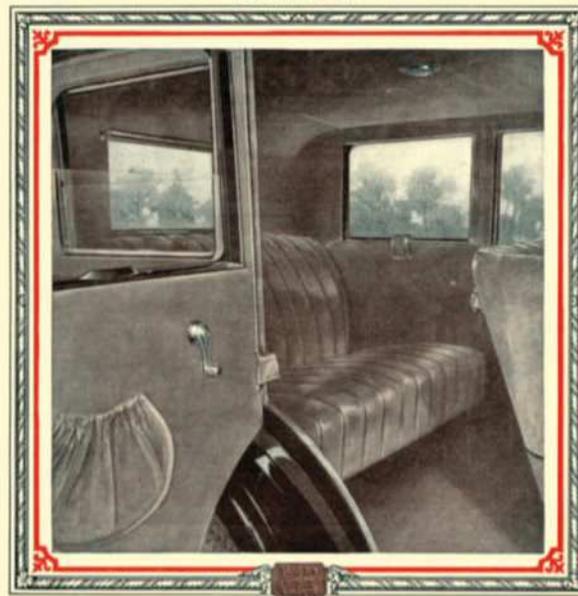
Among the earlier suppliers of upholstery fabric were F. Schumacher & Company in New York City, and Boyriven Ltd. in Weyhill, England, which was established in 1914 and also had offices in New York, as well as Cleveland, Columbus, and Detroit. They touted upholstery cloth of marvelous quality that included silks, laces, carpets, and passementeries, which are elaborate trimmings and edgings. By the early 1920s, after factories had converted back to commercial production from war work, three other companies that would become well known in the auto industry as fabric suppliers were the Shelton Looms, Wiese & Co., and L.C. Chase & Co.

In addition to the companies making or supplying the visible upholstery and top materials were others that advertised their specialties in padding beneath the cloth in both the periodicals and salon programs. Most of the time, this padding was woven curled hair or loose curled hair, sanitized, in all grades and colors. Blocksom & Company of Michigan City, Indiana, noted "samples cheerfully furnished to the upholstery industry."

From what I can see in the period material that the body builders would have looked at for supplies, one company got the majority of the business to supply the seat springs constructed to the customer's specifications—this was F.R. Atkinson of Hamburg, New York. According to the firm's ad in the 1930 Los Angeles

## Baker Fastex Velvet

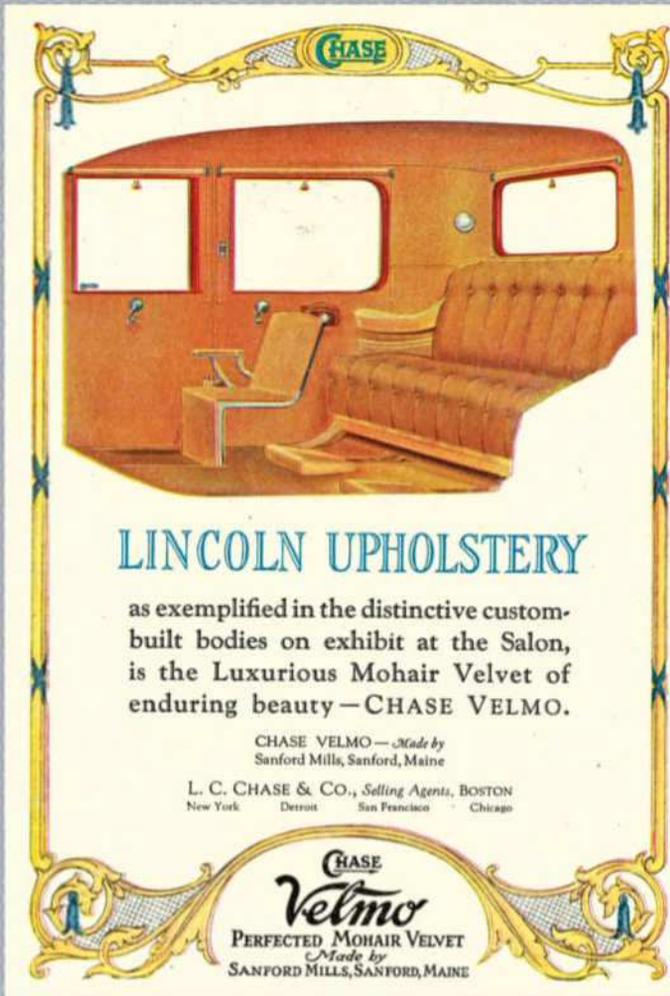
REG. U.S. PAT. OFF.



The above illustration shows the interior of a motor car upholstered in Baker's Fastex Velvet. This fabric is beautiful in texture and sheen—soft and cool to the touch—thoroughly practical as well as luxurious and—long wearing . . . mussproof and dustproof!

A. T. BAKER & CO., INC., 41 Union Square, New York, N. Y.  
Mills: Manayunk, Philadelphia, Pa. Roxboro, N. C.





➤ In 1925, Chase Velmo was a major supplier to body builders as well as to the Lincoln Motor Car Company.



➤ "Custom leathers for custom cars" claims Radel Leather Mfg. Co. of Newark, New Jersey, in 1925.

Salon catalog, it provided springs to at least 13 body builders and car manufacturers. It touted the "comfort principle," by which "lacing hour-glass springs together with a flexible web of special springs makes every inch of cushion surface actually conform to the shape of the [human] body." Every spring cushion the company made had a tag stating the dimensions, as well as the body builder that had ordered it, and sometimes the date as well. Atkinson's factory buildings were located right across the street from a main railroad branch, so shipping finished products was very efficient and as rapid as possible.

There were also separate suppliers for carpet and leather. Many cars had full-leather interiors, or at least a front compartment in leather for a chauffeur, so most all of the cloth fabric and leather supply companies were separate units. This is also true for exterior top material, be it for convertible tops or fixed tops/roof decks that were covered in waterproof fabric. The variety of colors and textures for the exterior top material far outnumbers what was available for

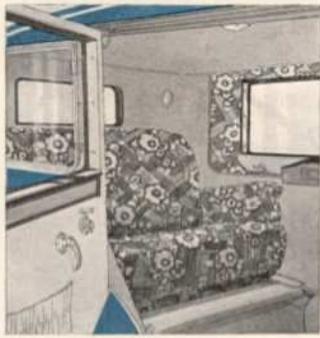
interior fabrics, with some sample books being 5- to 6-inches thick. They show an amazing selection of exterior fabrics that the body builder could offer to a customer to make their particular car unique.

One of Laidlaw Fabrics' sample books for the period 1927-'32 is labeled as containing "standard selections for automobile tops, curtains, and slipcovers." Another book lists eight different sections of assorted textures, colors, and varieties. An additional period sample book shows "storm king," "neutop," "utility cloth," and "leather cloth," which is artificial leather. Finally, a 2-inch stack of texture and sheen levels shows that long, short, and pebble grains, or flat textures, were offered. These materials were obtainable in 54-inch widths. Today, we think only in terms of long- versus short-grain pattern on the glossy or semi-glossy top material that we have available for use in restorations.

The Haartz Auto Fabric Company is one manufacturer and supplier of high-quality exterior top fabric that started over a century ago and to this day is still owned and operated by family

members. It supplied the top fabric when our classic cars were new, and still does—a remarkable feat in itself. The 1929 Chicago Salon catalog lists Haartz Auto Fabric of Cambridge, Massachusetts, as makers of "Automobile top fabrics of distinction." It goes on to state that the firm has "set the great style at the salon for the past four years." The catalog included an announcement of a new "Symphony of Color Range" of cloth top materials and pointed out that the New York Salon show cars of "outstanding Beauty and Color Harmony" were trimmed with genuine John Haartz fabrics. Although founded in 1907, the current company dates from 1922, after a restart.

Leather for interior and exterior applications was available from a variety of suppliers, as well. In 1926, there was the Ashtabula Hide & Leather Company, which supplied "leather for carriage & automobile trades"; W.D. Byrant & Sons of Williamsport, Maryland, which supplied upholstery leather; L.M. Smith & Sons of Newark, New Jersey, which provided Beaver brand leather that "has



## New Fabrics for the Finer Cars

**N**O small part of the distinction and interest of the smartest motors of today lies in the fabrics of their interiors. Exquisite velours de gènes, damasks, velvets, brocates, silk friezes and tapestries supply the richness, individuality and quiet color harmonies which people of discrimination demand in their cars—as in their homes. How often these fabrics are chosen from the Schumacher collections! F. Schumacher & Co., 60 West 40th St., New York City.

*F. SCHUMACHER & CO.*



F. Schumacher & Co. presented new fabrics for finer cars in 1928, and was located in New York City.

## EXQUISITE INTERIORS

**N**OTHING is quite so expressive of good taste and individuality as a "Bridgeport" interior. The exclusive fabrics, rare color combinations and thorough harmony of "Bridgeport" interiors offer the last word in luxurious motor-car appointment. The result is an individual atmosphere unobtainable with ordinary fabrics.

*Why not select interior fabrics which will reflect your own personality? Specify a "Bridgeport" interior and enhance the beauty of your enclosed car.*

**FABRICS  
BRIDGEPORT  
FABRICS**  
*The Keynote of Harmony*

Our Decorative Department will be pleased to suggest an interior, or co-operate with you to secure just the effect you desire.

THE BRIDGEPORT COACH LACE CO.  
BRIDGEPORT, CONN.

*New York Showrooms: 1731 Broadway*



In 1915, an early supplier of fabrics was the Bridgeport Coach Lace Co. of Connecticut. Its products were "the keynote of harmony."

stood the test for 50 years." The Radel Leather Mfg. Co. was also in Newark, and supplied its Black Bear brand of hides. Bridgeport Patent Leather of Connecticut supplied "Charter Oak" brand leathers, and artificial leather, too.

Makers produced these in differing grades for interior trim and upholstery, as well as for top materials. These included brand names such as Neverleek top material and Permafex artificial leather by F.S. Carr of Boston, and Pontop top material and Fabrikoid artificial leather by DuPont. Textileather and Meritas Leather cloth were also popular artificial leathers in the 1920s. The later was a product of the Standard Oil Cloth Company, with headquarters in New York City.

Perhaps one of the strangest interior upholstery materials was introduced in 1928. F. Hecht & Co. in New York City began to import Alpina reptile leathers to promote to body builders. Reptile leathers had become a bit of a fad in Europe in 1927-'28, with one Hispano-Suiza in particular being shown at the European auto shows and salons. That

fad did not really catch on in the U.S., and the leathers were for the most part only offered here in late 1928 through sometime in 1929.

The American fabric suppliers that had contact with European manufacturers promoted those cloths in the U.S. to a substantial degree. Laidlaw, for example, had a contract as an exclusive importer with the British firm that made Burbank top and upholstery materials. This relationship lasted from about 1908 for about three decades, and during that time Laidlaw issued periodic hardbound booklets featuring the Burbank materials.

The construction of the exterior top material for open cars, such as phaetons, roadsters, and convertibles, can vary. Burbank and Laidlaw favored a very tightly woven textile. It had excellent water repellence, but was never truly waterproof when compared to the three-ply material offered by Haartz that consisted of two textile layers bonded together and made waterproof by an intervening rubber layer. In the early 1930s, Haartz received more business

from Packard due to the effective construction of its material. Other producers of similar three-ply material included DuPont, L.C. Chase, and Standard fabrics. These made excellent efforts but never achieved the market respect that Haartz was able to garner.

For the most part, automobile fabric suppliers would either focus on interior or exterior cloth, but not both. There were a few companies that covered the entire spectrum of soft materials for cars, with L.C. Chase and Laidlaw being the two most prominent.

Contracts to supply all the material needed by auto manufacturers were readily sought and obtained. In 1932-'34, Laidlaw supplied most, but not all, of the upholstery options for the Packard V-12 cars.

The overall variety of colors, patterns, and textures of both interior and exterior fabrics in the World War I to 1934 era was nothing short of phenomenal. There were small and large companies focused on that particular part of the supply requirement for not only major volume automobile

## Musical Programme

### Thursday, January 10, 1917

#### AFTERNOON

- 1 The Venture, March.....*Franko*
- 2 Tres Jolie, Waltz.....*Waldteufel*
- 3 Tales of Hoffman, Fantaisie.....*Offenbach*
- 4 La Source, Ballet.....*Delibes*
- 5 So Long, Letty, Selection.....*Carrol*
- 6 Entr-acte Gavotte.....*Gillet*
- 7 Petite Suite de Concert.....*Coleridge-Taylor*
- 8 Berceuse, Jocelyn.....*Godard*

#### EVENING

- 1 Bleu-Blanc-Rouge, March.....*St. Servan*
- 2 Red Roses, Waltz.....*Lehar*
- 3 Coppelia, Fantaisie.....*Delibes*
- 4 Moszkowskiana.....*Moszkowski*
- 5 Miss Springtime, Selection.....*Kalman*
- 6 Nocturne in E Flat, Organ Solo.....*Chopin*
- 7 Florabella, Selection.....*Schwarzwald*
- 8 A Perfect Day.....*Bond*

# DURATEX

"BETTER THAN LEATHER"

Duratex is the nation's smartest dress for motor cars. It is as fine as the finest leather and infinitely more practicable for motoring service.

No material—not even leather—combines style and service—durability and distinction—quality and character as does Duratex.

THE DURATEX COMPANY  
Newark, N. J.



production, but also for the custom-body designers and builders.

My sincere thanks to two of my friends whose assistance made an accurate account of the activity of this period possible. Dick Burnham of Connecticut found a huge assortment of upholstery and top sample books several years ago at a used-book dealer and secured for me their purchase; they came from the Waterbury, Connecticut, Packard dealers archives, and were of the 1925-'34 period. Eric Haartz of Massachusetts is the head of the family company that was started by his grandfather in 1907, and to this day manufacturers exterior top material fabrics. His insight to that era was extremely valuable to my research. Thank you so much, gentlemen, for your friendship and input. ☞

☞ Duratex, proclaimed by its manufacturer in 1917, to be "Better than leather."

Boyriven automobile fabrics (above right) in 1920 were used extensively in both American and European automobiles.

☞ Shelton Looms touted in 1927 that its products were "Enriching the interior of the closed car."

LONDON

MADRID

BRUSSELS

ESTABLISHED 1840

# A. BOYRIVEN

## PARIS FRANCE

MANUFACTURERS

### AUTOMOBILE FABRICS

*The Manufacturer of Discriminating Taste Uses*

BOYRIVEN FABRICS

ROLLS-ROYCE

CUNNINGHAM

PACKARD

LOCOMOBILE

CADILLAC

MINERVA

RENAULT

DELAGE

SUNBEAM

LANCIA

OFFICE-SHOWROOM

225 WEST 57TH STREET, NEW YORK



ENRICHING the interior of the closed car—adding a touch of distinction by the use of Shelton Looms fabrics in contrasting shades.

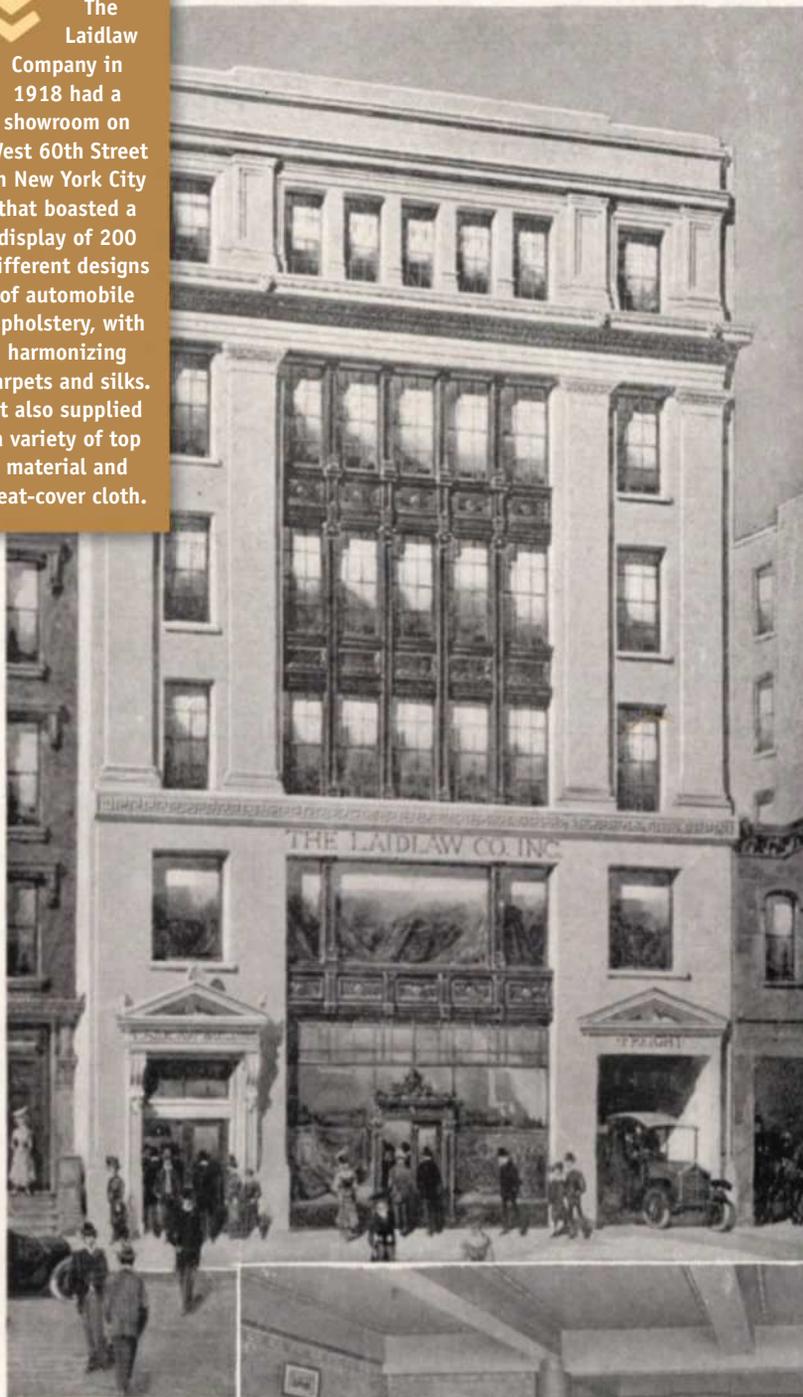
Executive Office  
395 Fourth Avenue  
New York, N. Y.

*The Shelton Looms*

District Representative  
A. J. Auchterlome  
Suite 3-101 General Motors Bldg.



The Laidlaw Company in 1918 had a showroom on West 60th Street in New York City that boasted a display of 200 different designs of automobile upholstery, with harmonizing carpets and silks. It also supplied a variety of top material and seat-cover cloth.



LAIDLAW BUILDING

YOU are invited to visit the show room of The Laidlaw Company, Inc., and inspect our display of 200 different designs and colorings of automobile upholstery, with harmonizing carpets, silks and passementeries.

We also exhibit a complete assortment of lap robes for open and closed cars, in addition to "Burbank," "Limotex" and "Vogue" seat cover cloth for both closed and open cars.

THE  
LAIDLAW COMPANY

Incorporated

16 WEST 60TH STREET

At Columbus Circle NEW YORK CITY



LAIDLAW SHOW ROOM

# Automotive Fine Arts Society

*For 35 years, this esteemed organization has set the highest standards for automotive-themed art*



2017 AFAS members and special guests, left to right: (standing) Bruce Wheeler, James Dietz, Stanley Rose, Klaus Wagger, Tom Hale, Richard Pietruska, Ken Eberts, Liz Eberts, Lawrence Braun, John Francis Marsh, Tony Sikorski, William A. Motta, Barry Rowe, Masahiko Kaneko; (kneeling) Dean Adams, Tom Fritz, Makoto Ouchi, Toshiharu Inagaki, Arira Watanabe

KEN EBERTS

BY MARK J. McCOURT • IMAGES AS CREDITED

Longtime *Hemmings Classic Car* readers know that honoring cars for their undeniable affect on culture, as well as for providing us with transportation and sport, has been a tenet of this magazine from its first issue. While the influence of cars on culture has been expressed artistically for more than a century, automobiles haven't always been recognized as "worthy" artistic subjects. It's an honor to recognize the group that shares our love of everything related to cars, and has made the legitimization and promotion of automobiles and related motoring topics as valid subjects of master-quality fine artwork its key mission: We salute the Automotive Fine Arts Society.

The seed that would grow into the AFAS, as it's colloquially known, was planted in 1981, when three talented automotive designers-turned fine artists—Ken Eberts [HCC #149], Jack Juratovic [HCC #6], and Tom Hale [HCC #5]—met with artists David Lord, John Burgess Sr., and Joe Henning, during that year's Meadow Brook Concours d'Elegance. These men pondered how to bring their work up to the caliber of preeminent motoring artists like Peter Helck and Walter Gotschke, and further validate this as a genre worthy of respect and collecting. They noted the

strong prices the popular genre of Western art was commanding, borne by the esteem in which its creators in the Cowboy Artists of America were held, and mused on how automotive art would benefit from a similar professional organization.

They got a push in the right direction from Robert "Bob" Larivee Sr., the Meadow Brook Concours chairman who was both a client of Ken's, and collector of Western art. "He said, 'You guys ought to do something like that—form a group to exchange ideas, like a Kiwanis Club, that would be good for your art, and would help each other,'" Ken tells us. Bob would introduce Ken to Cowboy Artists founding member Joe Beeler, so they could discuss the challenges of founding and running such an organization.

The automotive artists met again before the 1983 Meadow Brook Concours, and, during this gathering, they would decide to pattern their bylaws on those of the Cowboy Artists and would honor Bob as their Founding Patron. In the name 'Automotive Fine Arts Society,' as author Gerry Durnell explained in the *Automobile Quarterly*-published book, *AFAS: A Celebration of Automotive Art*, "Arts" [was] plural to enable the group



MARK J. McCOURT



PLEASE DO NOT PHOTOGRAPH  
ARTWORK WITHOUT ARTIST'S  
PERMISSION



KEN EBERTS

to encompass all forms of art. The word 'Fine' was used to signify the group's intent to stress that automotive art could very well be fine art; 'Society' indicated the group's common goals and purposeful camaraderie." The AFAS' constitution was drafted and signed the following year. Twenty-six artists would be invited into membership, their initial ranks including prominent figures like painter and *Road & Track* art director William A. "Bill" Motta, former Mercedes-Benz/BMW design chief Paul Bracq, illustrator Ken Dallison [*HCC* #63], and sculptor Lawrence Braun.

The charter meeting of the AFAS took place in 1985, when Ken was named president, a role he's maintained to this day. The fledgling Society had its first official group exhibition in 1985 at the CCCA Duesenberg Experience at the Gilmore Car Museum, and the following year, hosted its first of many showings under a tent on the lawn at the Pebble Beach Concours d'Elegance. Subsequent public exposure would bring increasing recognition to its members and their unique genre of art, including a Peter Helck tribute exhibition at the 1987 New York International Auto Show; the 1988 establishment of *AFAS Quarterly*, which soon became *Automotive Fine Art* magazine, edited by Jack Juratovic; and starting in the mid-1990s, a series of group displays at the Amelia Island Concours d'Elegance.

In the decades since its founding, the Society has maintained a roster of



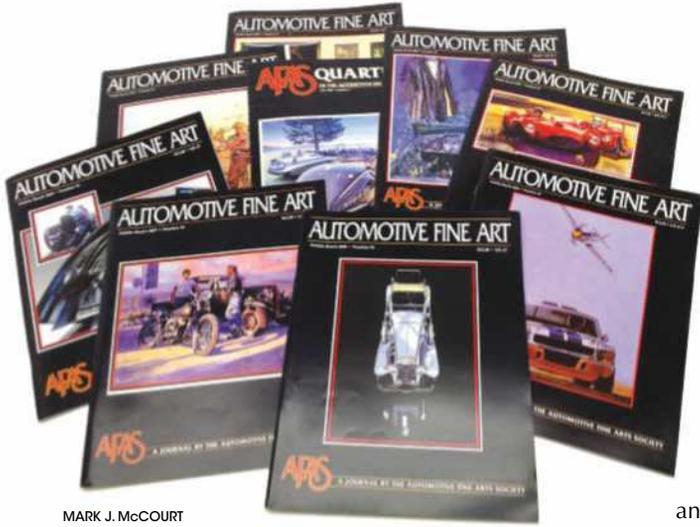
TIMEPIECE PR & MARKETING

The annual AFAS tent at the Pebble Beach Concours d'Elegance has grown to an impressive size, thanks to title sponsorship from the Lincoln Motor Company. Inside, attendees mingle with member and guest artists, viewing their new works on display.

between 20 and 30 fine artists, whose work in the traditional mediums of painting and sculpture represents the top levels of technical skill and creative expression. Unsurprisingly, it's not easy to gain admission: An artist first must submit sample pieces for review. He or she may be invited to exhibit as a guest artist with the AFAS during this group's annual Pebble Beach show, and if the entire membership agrees after this showing, that guest may be accepted as an associate member. This new associate can then exhibit with the AFAS during other shows, and at Pebble

Beach, when there's space. When a place becomes available due to an artist's retirement, death, or dismissal, the associate member may be granted a full, active membership, which involves paying dues and committing to exhibit new pieces each year at Pebble Beach. The AFAS also grants emeritus memberships to retired artists in good standing, and honorary memberships to non-artists who have contributed to its success.

James Dietz [*HCC* #12], a former AFAS membership committee chair, explains how this group's collective body of



MARK J. MCCOURT

work became so appealingly diverse: “Ken and Bill Motta didn’t want a lot of overlap. They felt we needed a variety of styles and media, especially when we’d show, so we would portray a wide range of talents and abilities. If more than one person focused on racing [as an artistic theme], it was important that they did this in a way that looked different from the others.”

Perusing the catalogs of AFAS members proves the selection committee has been successful in their quest for variegation. Artistic subjects range from historic vignettes to modern sports cars, using automobiles as the primary focus or as ancillary background material; you’ll find pieces celebrating the people who created or used the vehicles, and whimsical interpretations of cars’ forms and functions. Members work in oils, acrylics, watercol-

ors, and more, creating paintings whose styles range from impressionistic to photo-realistic; illustrators use pen-and-ink and charcoals; and sculptors fashion three-dimensional pieces out of bronze, steel, fiberglass, wood, and cardboard. Up to now, the only common threads have been the level of skill, and the fact that these

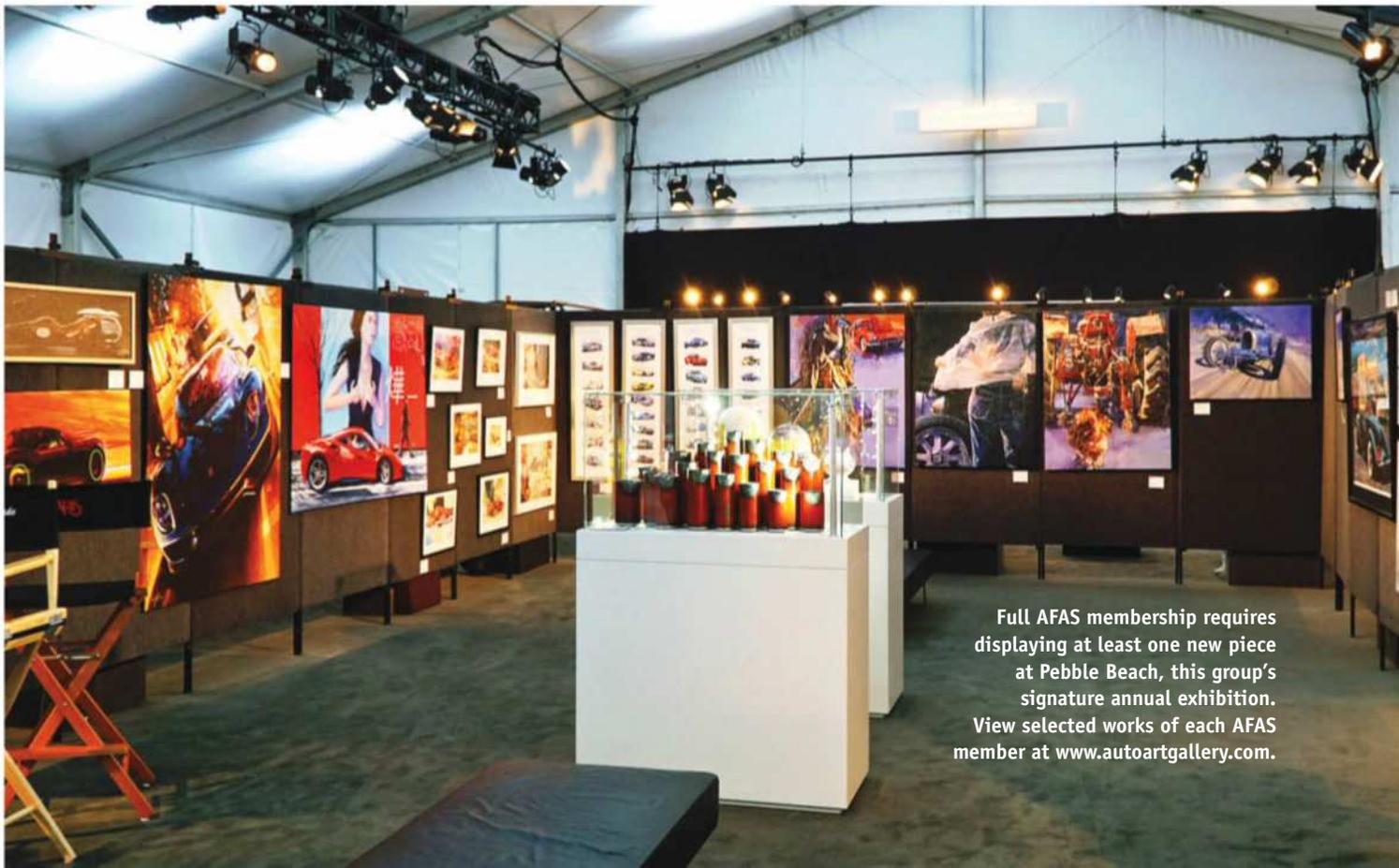
pieces are created exclusively by hand: Photography is not considered, but the AFAS is monitoring the ongoing evolution of digitally created art.

“So far, the acceptance of digital art as fine art has been very slow, although art schools now teach digital techniques,” James explains. “[Famed 1960s GM advertising artist] Art Fitzpatrick [HCC #7] worked on the computer late in his career, but he was established as a painter, decades earlier.” As the digital publisher of *Auto Art Review*—online at [www.afasjournal.com](http://www.afasjournal.com), it’s been the Society’s magazine since 2010—Jay Koka [HCC #19] has given much thought to this topic. “‘Experts’ in any field put in their 10,000 hours to develop the insights and skills to earn the designation,” Jay notes. “Computers have, to a large degree, created instant experts in many

fields, without providing the sustaining background. The use of ‘wizards’ makes one expert only in using ‘wizards,’ and we see this today in digital art. That doesn’t mean that all digitally created art is worthless—absolutely not. Some is exceptionally creative, and of the highest quality, but unfortunately, it’s a very small part.” Ken adds, “We’re all about the quality of the art. It’s hard to discern good digital art from the software used to create it—who’s the real artist? We’re moving into that area softly, though, and might eventually have a digital-art component to one of our shows.”

That evolution of automotive art subjects and techniques through the decades has been echoed by the broadening of this organization’s member base. Considering the AFAS’ development, Jack Juratovic says, “I think it’s an achievement for artists that we’ve become more international. We’ve had members from Canada, Britain, and France, and now from Germany and Austria. And for the past few years, we’ve exhibited artists from Japan in our booth. The AFAS has exposed automotive fine arts to a worldwide base, and there’s even interest in an automotive fine arts exhibition at the National Automobile Museum in Beijing, China; introducing automotive art to people who may never have seen it is pretty neat.” Jay concurs: “It is imperative that we recognize and encourage this international concept. If we wish to proclaim that we are, as a group, the best in the world, we actually have to have representation from all parts of the world. 🌐

JAY KOKA



Full AFAS membership requires displaying at least one new piece at Pebble Beach, this group’s signature annual exhibition. View selected works of each AFAS member at [www.autoartgallery.com](http://www.autoartgallery.com).

# Family Heirloom — Part II

*The final stages of a comprehensive restoration of this 1931 Ford Model A Pickup culminates with a spectacular result*

WORDS AND PHOTOGRAPHY BY MATTHEW LITWIN

RESTORATION PHOTOGRAPHS COURTESY OF KEVIN ALEXANDER

It's no secret that, since the automobile's inception, a relatively high percentage of owners, at one time or another, tinkered with the notion of personalizing their vehicles after taking ownership. An equally high percentage of that populace turned their ideas into a reality. Commonly known as



the “day-two” treatment, the concept has closely been associated with domestic-made performance cars: from simplistic carburetor and wheel swaps to custom paint and interiors. Lest we forget, however, that giving a vehicle the day-two treatment has never been limited to traditional muscle cars. It has been bestowed upon everything from sedate club coupes to stately sedans, and even vintage pickups, such as this 1931 Ford Model A.

Currently under the care of Kevin Alexander, the Ford—a closed-cab variant designated Model 82-B—was originally purchased by his father, Paul, in 1957. As recounted in Part I of this pickup’s saga,

which appeared in last month’s issue (*HCC* #164), it was eventually parked in favor of transportation more practical for a growing family. When Paul knew it was time to downsize his collection in March 2015, Kevin immediately embarked on a home restoration; not to the day-two appearance achieved by his father, but back to the factory-stock specifications set by the Ford Motor Company.

Kevin, a resident of Chandler, Arizona, recently outlined the details of the restoration effort, beginning with a thorough assessment of the truck’s overall condition after decades of dormancy. A lifetime of existence in the dry Southwest climate meant that corrosion to the metal body panels was, if anything, exceedingly minimal. That said, Ford still had incorporated wood into the design of the cab; specifically, the bench-seat frame and the fabric-covered cab roof. While the seat frame was sound, the same could not be said of the cab’s wooden structure, the forward sections of which had a significant amount of dry-rot that was discovered during disassembly.





At the conclusion of Part I of this story, the body had been returned to Kevin in primer. It was then partially reassembled on top of the restored chassis. The test-fit enabled the team to check tolerances and alignment, and make corrections prior to paint.



After panel fit was tested, final adjustments were performed, which culminated with the last coat of primer and wet sanding. Once the primer had cured, the fenders were finished in several coats of gloss black enamel, and installed on the chassis soon after.



Earlier, several pieces of trim were replated, while others were polished to a factory-new shine, including this simple-yet-detailed instrument bezel. The bezel was repopulated with restored gauges; it would then be installed in the cab as a sub-assembly.



After having the Ford's original wheels cleaned and powder coated, Kevin was advised to have them checked for irregularities and enlarged stud holes. Ultimately, new wheels were obtained, media blasted, trued, and powder coated in gloss Cream.



The Ford cab has just emerged from the paint booth after receiving a few coats of DuPont enamel paint matched to Vermillion Red, a hue original to the 1931 Ford color spectrum. The cowl and hood were also painted the same color at that time.



According to Kevin, the hardest part of the restoration was body-panel alignment. A crucial first step is the installation of the cab. Here, a friend (standing) provides gentle persuasion while Kevin (below) aligns the cab to the frame, checking clearances.

## AUTOMOTIVE INTERIORS

VINTAGE - CLASSIC - MODERN

### SEAT COVER UPHOLSTERY KITS SEAT REBUILD KITS

Everything you need to upgrade and/or restore your present interior! Patterns from the late 1930's to present.

### CARPET KITS & HEADLINERS

Cut & Sewn and Molded Carpets from the 1930's to present. Bow Supported Headliners, ABS Replacement Boards, Windlace, Material by-the-yard, and more!

800-880-9118

AUTOMOTIVEINTERIORS.COM

# RESTORATIONS

CLASSIC • ANTIQUE • MUSCLE

Over 35 years' experience goes into each restoration! *Having your car restored at Hill's Automotive does have its rewards. Numerous cars restored at our facilities have gone on to receive some of the country's most prestigious awards.*



**Hill's**  
AUTOMOTIVE

hillsresto.com

CLASSIC CAR RESTORATION & PARTS  
29625 Bashan Rd., Racine, OH 45771  
Info & tech support: 740-949-2217  
E-mail: tbird1957@frontier.com



1958-1966 Thunderbirds

## BIRD NEST

"Best T-Bird Website to see and buy all your 58-66 parts."

www.tbirdparts.com

No Internet then call:  
800-232-6378

## VINTAGE CHEVROLET CLUB of AMERICA

Welcomes ALL Chevrolets



For more than 50 years the Vintage Chevrolet Club of America has maintained its pledge to support the preservation, restoration and excitement of Chevrolets. NOW we welcome ALL Chevrolets, vintage to contemporary, original, "personalized", and now our Chevy truck brother, GMC. So no matter what kind of Chevy or GMC you drive, you will find fun, expert help, and lasting friendships as a member of the VCCA. Check out our chat site at [VCCA.org/forum](http://VCCA.org/forum) and get to know us!

### COME JOIN US!

Restoration Website  
G&D Magazine Regions  
Touring Judging

www.vcca.org  
708-455-VCCA (8222)

## SPEEDCAR NUMBER 9

In 1912, The National Motor Vehicle Company fielded a 5 car team in the second-ever Indianapolis Motor Speedway 500-Mile Race. Number 9 was one of those cars, but actually was numbered 11 for that race. Joe Dawson in team car #8 won the race, but #11 was a DNF due to a catastrophic crash. From that point, #11 passed through multiple owners' care during which time it was given the paint and number you see here.

Jim Grundy, a noted National collector, acquired the car around 1990 and drove it as found for several years. He later commissioned its full restoration back to the original number and livery that it wore during that fateful 1912 race. It remains in his collection to this day. It last saw a racetrack in 2012 at the Milwaukee Mile, where it lapped the historic oval with other Vanderbilt Era racers.



"The Olde Original"



Number 9 symbolizes Grundy's commitment to the preservation and enjoyment of collector cars of all kinds. Grundy invented Agreed Value Insurance, and no one knows more about protecting collector cars than Grundy Insurance! Call us at 888-647-8639 and discover why Grundy Insurance is preferred by car collectors all across America!



**Grundy**  
INSURANCE

Call For  
A Free Quote!

1-888-647-8639

Get A Quick  
Quote Online!

WWW.GRUNDY.COM

© 2016 The James A. Grundy Agency, Inc. All Rights Reserved.



The cab, properly aligned to the frame, is bolted into place, while a few components have been secured to the firewall. Note that, in addition to the fenders, the running boards and headlamp bar are installed; the steel wheels are temporary.



Reassembly has commenced in earnest with the fitting of the cowl/fuel tank with its integral fuel gauge, the latter slotting into the open position on the instrument panel. A new wiring harness was obtained earlier. Note that the doors have been hung.



Although the redesigned closed-cab pickup utilized more steel than ever, the central section of the roof remained comprised of fabric over wood framing until August 1931. Before the rest of the interior was installed, a new vinyl roof insert was carefully put on.



Kevin's dad, Paul, continued to help with parts of the restoration when possible. Proving that an extra set of hands can be handy, here they are carefully installing the windshield, which is hinged on the top corners to help ventilate the cab.



Like the aforementioned roof insert, all new interior upholstery was purchased from LeBaron Bonney. Their packaging included ready-to-install kits for the bench seat, as well as both door panels, the latter of which is seen here, already screwed into place.



One of the final tasks required to complete the Model A pickup's restoration was the installation of new wood for the bed floor. When new, Ford painted the wood, however, Kevin—as many restorers typically do—varnished the material instead.

# Hemmings **PRO**

Buy and sell with ease and confidence

Buy Now Make Offer



**BUYER &  
SELLER  
VETTING**



**SECURE  
OFFER &  
PAYMENT  
PROCESS**



**VEHICLE  
INSPECTION  
PERIOD**



**DISPUTE  
RESOLUTION**

Visit [Hemmings.com/pro](https://www.hemmings.com/pro) for more information

Interested in becoming a HemmingsPRO seller?  
Call 1-800-227-4373 ext. 79680, or e-mail [hemmingspro@hemmings.com](mailto:hemmingspro@hemmings.com)

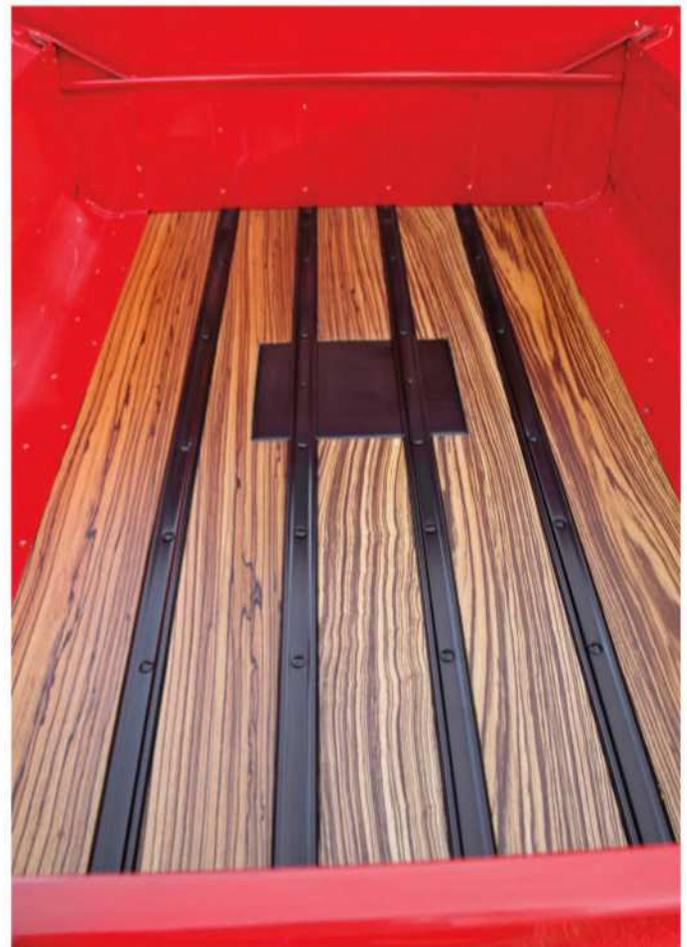
POWERED BY **proxibid**



**Ford updated the appearance of the Model A's basic instrument panel for 1931, which was now chrome plated and featured a ribbed wood motif. New varnished wood complements the pickup's bed, the one visual deviation from factory-stock configuration. The gloss black rectangular plate is centered over the differential.**

Admittedly, Kevin was unsure just how far he was going to take the restoration, so when the cab and bed were removed from the frame, he had the chassis—still cradling the engine, transmission, and suspension—soda blasted. A builder by trade, he quickly rethought the process, further explaining, "I'm a bit of a perfectionist, so I looked at it and thought to myself, 'If I am going to do this, I need to do it right.' Right after it was soda blasted, I stripped the chassis down to the frame and had it sandblasted. It was a good decision because we found stress cracks in the front crossmember, at the front spring mounting point, which prompted us to make sure the frame was also within spec, meaning within the factory tolerances."

While the frame was being inspected and repaired, a fellow Model A club member exercised his vast engine-rebuilding experience with the Ford's 201-cu.in. four-cylinder. Rated for 40 hp, this engine had been refurbished once prior, so it was assumed the effort would not take long to accomplish. Instead, several fractures were found within the L-head that would necessitate the purchase





Even though I sought a lot of advice from fellow Model A club members, and studied a lot before digging into the project, nothing really went as planned. There was always something that popped up, or was affected by a well-thought-out recommendation, such as making sure the wire wheels were completely true. You must be prepared for anything and take your time; don't rush into a rash decision. Specific to the Model A, it helped that I am mechanically inclined; I could easily see how things came apart and went back together. If you have some of those skills and are willing to take on several projects associated with a restoration, a Model A is a simplistic vehicle to restore compared to more modern collectible vehicles. It was a really fun project; I loved doing it, and seeing the outcome—and enjoying it, no matter if you're driving or showing it, is the ultimate reward.

of a new cylinder head. Rather than locate a factory-stock part, Kevin heeded advice and selected a high-compression variant, which would, in turn, help the Ford better cope with modern traffic on secondary roads once the restoration was completed. This was the only noteworthy area of concern pertaining to the engine, while the three-speed manual transmission required new bearings and seals.

As the powertrain was receiving attention, the frame returned from receiving a durable layer of gloss black powder coat, which then permitted Kevin—with assistance from his father, friends, and other club members—to begin reinstalling now-refurbished suspension and steering systems. This included the original axle Paul had removed and retained nearly six decades prior. Rather than reuse the aging hydraulic brakes, which had supplanted the original mechanical system, Kevin selected an updated aftermarket hydraulic system, designed to seamlessly blend into the Model A's chassis. Aside from the previously discussed cylinder head and

varnished wood, this was the only other deviation from stock.

By now, new wood had been installed in the cab, allowing his friend, Jamie Johnson, to administer a coat of epoxy primer, followed by a skim coat of filler where needed. Extensive sanding after each step helped ensure a smooth surface, at which point the body-in-primer was returned to Kevin for the next phase of the restoration, further discussed with the photos that accompany this, Part II, of their story.

"I finished the restoration by the spring of 2016, and I was finally able to drive it for just the second time in my life. I was about five years old when I last drove it, by accident. The Ford was parked in the driveway and somehow I figured out how to get in and get it started. The transmission was in reverse, and the pickup just kept chugging all the way back until it hit the house across the street. Needless to say, all these years later, it was a real thrill to not only have my dad help, but to share a better memory of me driving it," laughed Kevin. 🚗



# Chiseled Chunky Chryslers

**The crisp, new, custom look of Chrysler '63**

■ Unrehearsed comments from top styling experts: "Town car excellence" . . . "Crisp simplicity of line" . . . "The formal look with a sporting flair." ■ We think you'll agree with the experts. And you'll also agree that our new Chryslers are far more than styling winners ■ Underhood you'll find only V-8 engines that range from the economy of Newport (it uses regular gas) to the sports-bred 300 and the spirited luxury of the New Yorker ■ Again this year, your investment will not be undercut by a jr. edition—we don't build them! And, climbing Chrysler resale value is proof of this protection ■ Crisp, new styling. Exciting performance. Lasting investment value. Isn't it high time you saw your Chrysler dealer and, *look your beautiful step ahead!* ■

**Chrysler '63 . . . a big, beautiful step ahead**



ANOTHER CHRYSLER FIRST! 5-year/70,000-mile warranty. Chrysler engineering leadership has resulted in an extended warranty\* on the power parts of 1963 Chrysler. \*Warranty does not include wear and tear items. See your Chrysler dealer for details. Transportation Advertisements

Presenting the crisp, new, custom look of

## CHRYSLER '63

Stylists, fashion leaders and designers have hailed the smart, tailored new look of Chrysler for '63 as the shape of the future. And Chrysler's crisp, new, custom look endows a new world of full-time comfort and quiet, four-door ride control. Underhood you'll find nothing but V-8 engines that range from the economy of Newport (it uses regular gas and likes 87) to the sports-bred 300 and the spirited luxury of the New Yorker. Don't look for a midsize Chrysler—we don't make any jr. editions, a fact that protects your pride and your resale value. Tie this in with the great news about prices that start surprisingly low—then read about Chrysler's latest industry first: the 3-year warranty (see adjacent column). Ready? Then take the big, beautiful step ahead—to Chrysler for '63!





styling, smooth-flowing C-pillar into the rear quarter. I prefer the cleaner '63." "I like the '64s more as it seems like they got the awkwardness of the '63 design cleaned up."

"Side-view is gorgeous with its elegant roof/shoulder line. But having 'cleaned up' the Exner-era exuberance, I don't think they tied it together at the front and rear. Personally, I never felt it hangs together as a 'whole.'"

This is my favorite comment from someone who owns and is restoring a gorgeous 1950s Dodge: "I like the dashboards."

Chrysler fins actually grew in the very early '60s, while everyone else scaled back such 1950s excesses. Even with the plucked chickens of the 1962, vestiges of the "Rock Around the Clock" era remained, especially when you sat behind the wheel and looked at the road ahead through the huge wrap-around windshield.

After a disastrous 1962 with Dodge and Plymouth "downsized" standard cars, whose styling we love today, but at the time was seen as the antitheses of the clean, uncluttered lines other brands were adopting, Chrysler quickly cleaned them up, making them more appealing for mainstream tastes and taking advantage of the midsize market, newly created by the Ford Fairlane. The full-size Chryslers were not ignored.

For 1963, what appeared to be an entirely new body, but on the old platform, debuted. The interior featured a new instrument panel with a less complicated flat panel and circular gauges. Gone was the Astrodome instrument cluster, though a couple items remained: the square steer-

**WE SHOULD ALWAYS BE COGNIZANT**

of the fact that every car has its place in automotive history, including the more than 60 underdogs I have tried to push into your garage over the last five years. Few things better reflect the times in which they were introduced than the automobile. And no car, no matter how "cheap" or unpopular, is deserving of a trip to the crusher just because it existed.

Here is another car that is polarizing. The "Forward Look" Chryslers have many fans. The early 1960s Chryslers, including the "Plucked Chickens" have many fans. The mid to late '60s Edward Engel Chryslers have many fans. However, the 1963-'64 Chryslers are the least popular of the bunch. Why?

I have a friend who is probably the

most devoted Chrysler fanatic I know, and he is not a fan of the "Chiseled Chunky Chryslers." However, if he sees one, he compliments the owner on his car because that is how real car guys act.

I shared a vintage ad for the 1963 Chrysler full-size lineup on social media, and responses were actually complimentary, something I noticed has changed over the last two decades. These are some of the comments from the Mopar fans:

"I think the styling is different. I would own one if the price was right." "I like them. Clean



THE SUPERB NEW

## Chrysler

Distinctively new in styling concept. Superbly designed in every detail. Totally beautiful, and refreshingly different from all other cars. The smartest, most beautiful, most distinctive car in Chrysler history. And, with Chrysler's well-known Engineering Leadership, it is, without question, one of the finest cars in the world today.



SEE YOUR CHRYSLER DEALER FOR THE COMPLETE LIST OF CHRYSLER CARS AND TRUCKS. CHRYSLER CARS AND TRUCKS ARE AVAILABLE IN ALL STATES.

ing wheel and the pushbutton TorqueFlite transmission. Also offered was a five-year 50,000-mile warranty to boost sales.

As the brochure stated: "Distinctively new in styling concept. Superbly designed in every detail. Totally beautiful, and refreshingly different from all other cars. The smartest, most beautiful, most distinctive car in Chrysler history. And, with Chrysler's well-known Engineering Leadership, it is, without question, one of the finest cars in the world today."

They were offered in four series, Newport, 300, New Yorker, and 300-J, "the Finest of a Fine Line." In Canada, you could still buy a Saratoga or a Windsor.

"The crisp new look of Chrysler is beautifully expressed ... the car brings you the satisfaction, which only an automobile of Chrysler's caliber can provide. Remember, there are no junior editions to compromise your investment when you buy Chrysler—the car that stands alone in its class." So said our friends at Number Three.

At introduction, the Newport and New Yorker were available as a four-door sedan, four-door hardtop, or hardtop six- or nine-passenger station wagon. All were equipped (depending on series) with the available V-8s, and TorqueFlite was standard on the New Yorker.

The 1963-'64 Chryslers are not easy to find. Average retail for a Chrysler New Yorker four-door hardtop is around \$5,000. That is \$2,000 less than the 1965 models command, and \$3,000 less than the 1962 models fetch. As you can see, the Chunky Chryslers are the bargains. Even the rare station wagon will make an appearance in a sale ad, and what is more fabulous than a 1960s Chrysler wagon, no matter the year?

A little time and patience can put you into what may be the only full-size 1963-'64 Chrysler that will be parked at the next cruise-in. What is even more delightful is that if you're in the market for a 300 series, don't skip over the 1963-'64 models, for they are bargains relative to the 300s that preceded and succeeded them.

I waited until the end to state this: The 1963-'64 Chryslers are actually my favorite Chryslers. I remember when there were many still on the road, and I always loved how distinctive they looked. They march to their own drummer—like me. 🎶

## TOP & WINDOW PARTS

New Parts For All U.S. Cars!

Top cylinders  
\$139 each



Motor pump 1955+ \$229  
Hose Set \$100

Call for Window Motors  
& Power Vent Gears



Window Cylinders \$149 each

America's Convertible Headquarters

## HYDRO-E-LECTRIC



5530 Independence Court  
Punta Gorda, FL 33982

**800-343-4261**

**941-639-0437**

**www.hydroe.com**

WWW.RESTORATIONSTUFF.COM

## RESTORATION SUPPLY COMPANY

SUPPLYING PERIOD-CORRECT  
RESTORATION PRODUCTS &  
ACCESSORIES  
TO THE PRE-WAR VEHICLE & MARINE  
ENTHUSIAST FOR 29 YEARS!



(800) 306-7008 OR (760) 741-4014  
24HR FAX (760) 739-8843

15182 HIGHLAND VALLEY ROAD  
ESCONDIDO, CA 92025  
EMAIL: INFO@RESTORATIONSTUFF.COM

## Northwest Transmission Parts

For any car or light truck ever made in the U.S.A.

Master Overhaul Kits for automatics  
and standards, 1933 - 1985



**TONS OF PARTS  
READY TO SHIP**

Including standard shift clutches,  
pressure plates, pumps, drums, bands,  
torque converters, bushings, thrust washers,  
standard shift gears, small parts kits,  
bearing kits, flywheels, speedometer gears and more.

**www.nwtparts.com**

CALL TO ORDER: 1-800-327-1955 or E-mail: northwest@nwtparts.com

## Hemmings Magazines Available As DIGITAL EDITIONS And APPS!

GET YOUR FIRST ISSUE IN MINUTES!

Save over 89% off the newsstand price:

Hemmings Motor News . . . . . \$14

Hemmings Muscle Machines . . . . . \$10

Hemmings Classic Car . . . . . \$10



GET ALL 3 DIGITAL MAGAZINES FOR ONLY \$20.00  
Get your subscriptions started. Go to: **hemmings.com/digital** or call: 800-927-4373, Ext. 79550

## Artie Finnegan

Mechanic  
Chevrolet dealership

### IN JULY OF 1961, I LANDED MY FIRST

job after high school. It was working at a Chevrolet dealership on Long Island, New York. I started on Wednesday, the fifth of July because they did not want me to work one day and get a paid holiday for July fourth.

I started as a 1,000-mile check-up mechanic working specifically on Corvairs. This involved taking out the fast-failing radios and sending them back to the factory for repair. You had to drop the whole Corvair dash assembly just to remove the radio, which took about 30 minutes. Then, as the Corvair's quality progressively got worse, the doors did not fit, water leaked into the cabin, and they needed more help.

We were selling 15 to 20 Corvairs per week. As a result, I progressed quite rapidly as they sent me to numerous General Motors schools in nearby Tarrytown, etc. After about 1½ years, I was

an "A Mechanic" (aka technician), and being the youngest of the group of eight technicians, I got stuck with the money-losing jobs and warranty work.

Regarding the car's introduction, the Corvair defied all normal principles. I would regularly see familiar customers come in with their new Corvairs; they were so happy with their car and told me how great it was. I would drop the hint that I would have to do a valve job in about 45,000 miles. In a few weeks they would be back with their Corvair's engine dieseling, backfiring, and overheating. We would adjust the thermostats for the summer and that would sometimes work, but usually our quick fix involved shoving an empty beer can in the lower cooling door that the thermostat attached to. But by then the valves had been burnt, and the car came in popping in only a few weeks. Thus, a valve job in less than 45,000 miles.

Then the oil leaks started; these cars would leak wherever they could. The valve covers were made of thin metal, and when the screws were tightened the lip of the cover bent. So, GM came

out with spring-type brackets that gave it six points of pressure. That worked for a while, until the heat of the engine hardened the valve-cover gasket, and oil leaked into the cooling chamber below. This led to oil fumes seeping into the interior cabin, so we would remove the interior air-duct covers and put cardboard inside to stop the smell. But, in the winter, the heat would not work, so then we had to reseal the whole engine: push-rod tubes, valve covers, and PVC system, to mention only a few.

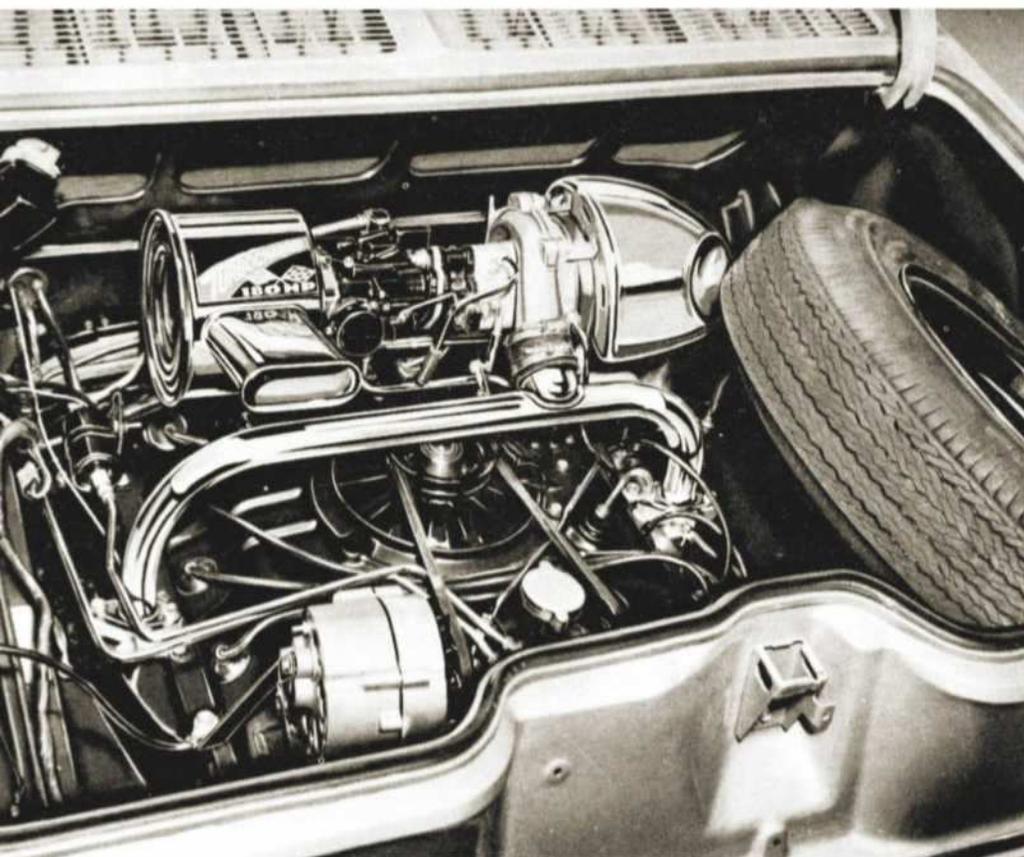
Tires were a constant source of complaints. The customers would never check their cars' tire pressure. It had to be 14 pounds in the front and 26 pounds in the rear, and if it wasn't, then the Corvair was loose on the road.

Then there was the shift tube for the standard-shift models. Owners thought they had a real floor-shift, but it really was just a long tube that ran about 4 feet back to the transmission. That tube would flex, and the plastic bushings broke quite often, thus the shifter got stuck. Fortunately, the automatic transmission, which was operated with a long cable, was a Powerglide, and it behaved quite well.

Interestingly, the judges at an AACA National meet a few years ago all agreed the best-looking and most-correct Chevrolet in the class was a Corvair. All the tin engine shrouds and gaskets were 100 percent, which is rare in the restoration of a Corvair; usually they are all bent or missing altogether, due to stripped screws or improper riveting to the fan shroud.

To sum it all up, working for Chevrolet in the early 1960s was a learning experience that I greatly enjoyed. I lost a lot of commissions fixing the Corvairs, but now I can reflect back on these cars: You either love them, as all Corvair owners do today, or hate them as I still do.

This is the reason I have owned my 1931 Ford Model A Tudor since 1962. 🏠



I Was There relates your stories from working for the carmakers, whether it was at the drawing board, on the assembly line, or anywhere in between. To submit your stories, email us at [editorial@hemmings.com](mailto:editorial@hemmings.com) or write to us at I Was There, c/o Hemmings Classic Car, 222 Main Street, Bennington, Vermont 05201.

BY TOM COMERRO

## FACTORY PRICES

Buick .....	\$1,035-\$1,930
Cadillac .....	\$2,695-\$3,795
Chevrolet .....	\$475-\$650
Chrysler CJ .....	\$745-\$875
Dodge .....	\$815-\$1,170
Ford Model A .....	\$430-\$640
Hudson .....	\$875-\$1,450
Lincoln .....	\$4,400-\$7,400
Nash .....	\$795-\$1,925
Oldsmobile .....	\$910-\$1,025
Packard .....	\$2,385-\$5,050
Plymouth .....	\$495-\$690
Pontiac .....	\$675-\$785
Studebaker .....	\$845-\$2,250
Willys .....	\$495-\$1,295



**HUDSON IS BACK** with its "Greater Eight" on a 119- or 126-inch wheelbase. The modern body lines hang low over the wheels, while the fenders cover the tires, making for a continuous curving line with the running boards. The comfortable interiors provide ample legroom along with assist cords and armrests. Mechanically, the high-compression straight-eight delivers 87 horsepower and, with Hudson's patented oil-cooling system, you can expect more durability out of your power plant. See your local dealer; prices start as low as \$875.

## SALES RACE

(total model-year production)

1. Ford ..... 626,579
2. Chevrolet ..... 619,994
3. Buick ..... 138,965
4. Plymouth ..... 106,896
5. Studebaker ..... 96,173
6. Pontiac ..... 84,708
7. Willys ..... 65,800
8. Chrysler ..... 52,819\*

\*Calendar-year production

### PACKARD IS SUPERIOR IN APPEARANCE,

and has refined and improved both its Standard and Deluxe Eight to give you the most for your dollar. Its luxury is balanced with the simplicity of its reliable eight-cylinder engine, while safety is ensured amid the ever-increasing pace and congestion of traffic on both city streets and highways with Packard's famous four-wheel brakes. Both the Standard and Deluxe are available in several body styles and start at \$2,385 and \$3,490, respectively.



**CHEVROLET RETURNS** with a longer wheelbase, larger body size, and more impressive appearance. The roomier Fisher bodies give you more comfort and include form-fitting cushions and a glare-resistant windshield. The more dependable six-cylinder engine is made with an improved harmonic balancer, strengthened flywheel, and more durable crankcase and cylinder block. The new Chevrolets are available in various body styles to fit the needs of every customer and for as little as \$475.

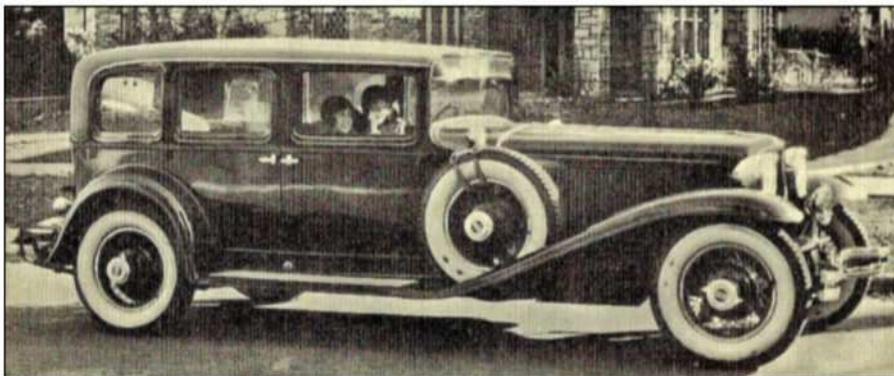
## CHAMPIONS

Indy 500 ..... Louis Schneider, Miller  
(96.629 mph)  
Grand Prix..... Ferdinando Minoia,  
Alfa Romeo  
(9 points; 3,935.254 km)

## EXPENDITURES

(per capita)

Auto parts .....	\$3.22
Auto usage .....	\$30.61
Gas and oil .....	\$12.08
Intercity transport .....	\$2.42
Local transport .....	\$7.25
New auto purchase .....	\$8.86



**CORD IS UNRIVALED BY MOTORCARS IN ITS PRICE RANGE.** One of the pioneers in front-wheel-drive has proven its success with its enthusiastic owners enjoying the benefits of this fine engineering. With a light rear axle and straight frame, the Cord has a lower center of gravity and handles with easy effort. Meet with your dealer and feel the thrill of driving this fine automobile, starting at \$2,395.



# Flathead Flair

*With its high style and V-8 power, Ford's 1935 pickup was the prewar pinnacle of small trucks*

BY MIKE McNESSOR • PHOTOGRAPHY BY JEFF KOCH

**M**ore than 80 years ago, the redesigned 1935 Model 50 pickup truck helped Ford outsell Chevrolet nationwide—though Dearborn's lead would backslide the following year. It's no wonder light-truck buyers stepped up to buy these great-looking haulers that incorporated some clever updates making them appear years newer than the 1932-'34 trucks they were based on.

These pickups also came about at an interesting time in Ford history, as Henry Ford was still steering the company but devoting less and less time to the auto business. A *Fortune* magazine article written in 1933 titled "Mr. Ford Doesn't Care," depicted the 70-year-old industrialist as spending his days visiting his soybean fields, his museum, or Greenfield Village. At lunch he'd typically meet with Edsel, Charles Sorenson, and other company officials to discuss business, then be off again to tend to one of his hobbies. Increasingly in his later years, Ford—who once famously said that history is bunk—clung to the past and resisted change suggested by his top executives. As a result, from the middle of the 1930s to the end of the decade, Ford Motor Company struggled to regain market share it'd lost to aggressive rivals General Motors and Chrysler.

The flathead V-8 was considered Henry Ford's last triumph as an innovator, and it has become one of the world's most legendary powerplants. But, you have to wonder if the allure of an affordable V-8 that drew Ford car buyers had the same pull on commercial truck owners. The V-8 was a vast improvement over the Ford four-cylinder in terms of power, but the efficiency of the Chevrolet Stovebolt six's overhead-valve design can't be underestimated as a buying consideration for business owners who valued fuel economy. Henry Ford, however, was no fan of overhead-valve designs, as he thought they were noisy, and he wasn't fond of six-cylinder engines either.

This makes for an interesting juxtapo-

sition with what's going on in the light-truck market today. Ford's F-Series has been America's best-selling truck for more than 40 years, and the current crop of engines includes technology never before offered on a domestic light hauler.

Imagine what a stubborn, old-fashioned Henry Ford would think of one of his company's most advanced pickup engines—the 2018-spec 2.7-liter EcoBoost? At 165 cubic inches the EcoBoost is 56 cu.in. smaller than the 221-cu.in. flathead V-8, yet it produces almost four times the horsepower and three times the torque. The latest EcoBoost is a technological tour de force with twin turbos,

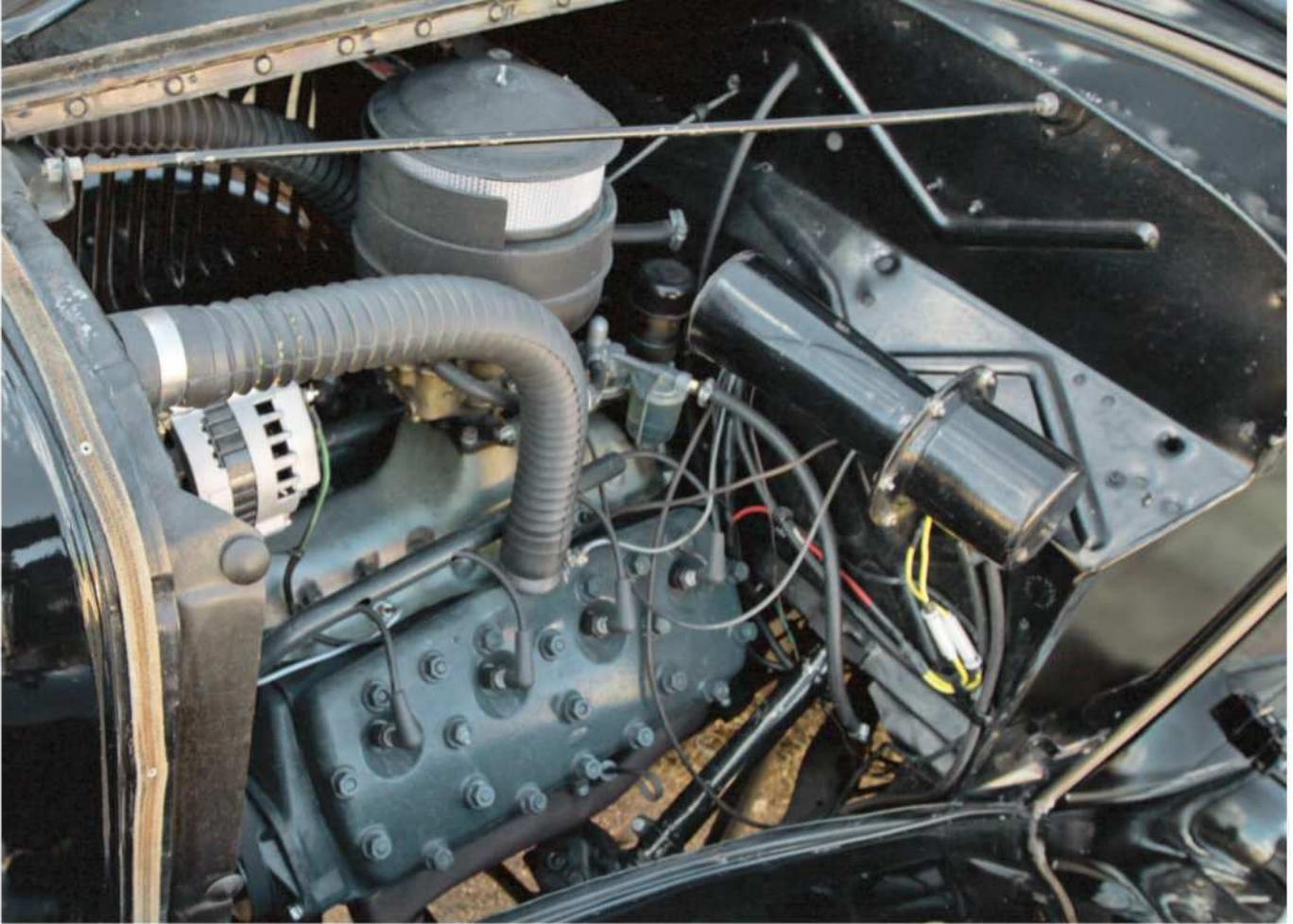
and two injectors per cylinder that help it make 120 horsepower per liter. Yet, coupled with a 10-speed automatic transmission a 2.7-liter-powered, four-wheel-drive F-150 carries a fuel mileage rating of 20 mpg city/26 highway. For anyone heaping miles on a pickup, even a modest fuel savings is like money in the bank—especially if there's no power penalty. That was as true in 1935 as it is in 2018.

We'll never know if Ford would've outdistanced Chevrolet in the 1930s with a "high-tech" overhead-valve light-truck engine of its own, but one thing is for certain today: Flathead-powered Ford pickups are darlings with collectors and truck enthusiasts. The 1935-'36 editions are particularly attractive with styling cues lifted from Ford's passenger cars and markedly different than the 1937-'39 "barrel-nosed" trucks.

When the Model A was phased out, the improved 1932 Ford trucks filled the void, but the flathead V-8 wasn't available until late in the model year. The four-cylinder soldiered on, benefiting from a number of upgrades that increased its horsepower and durability. The trucks also sported a longer bed (than the Model A), additional hood louvers for better cooling, the now-iconic deuce's grille, and more. Ford used some creative measuring in order to claim that the truck was riding on a 112-inch wheelbase, though it was the



The owner estimates rolling between 20,000-25,000 miles on this truck since the 1980s. Some of that was pleasure driving but its hauled its share of building materials and more.



A "21-stud" 1937-vintage V-8 stands in for the original engine in this '35. A one-wire 6-volt alternator keeps the headlamps glowing.

same chassis as the passenger car's with a 106-inch wheelbase. Pickups were offered with either open or closed cabs in the 1932's inaugural year as well.

For 1933, the pickup looked almost identical, but rode on a 112-inch wheelbase, and the box sides were reconfigured to accommodate the stretch. Henry Ford's flathead V-8 had been improved with running changes to reduce oil consumption and was rated at 75 hp. The sturdy and thrifty four-cylinder was also available for buyers who valued economy over power.

The '34 truck was almost identical to

the '33 model, but likely because it was a transitional model leading up to the redesigned 1935 truck. In the spring of 1934, the four-cylinder engine was dropped, and the V-8 became standard-issue.

For 1935, Ford's trucks rolled out with all-steel cabs boasting curved roof lines and sloped windshields. A graceful heart-shaped styled grille and radiator surround led the way, and the cargo bed was reconfigured to move the spare tire from the front fender to the right bed side. The only engine offered in 1935 Ford trucks was the 85-hp flathead V-8.

This month's feature truck belongs to Jim and Christy Chatham of Prescott, Arizona. Jim has owned the truck since the 1980s, when he purchased it from his brother, who'd had the truck since the early 1970s. "My brother bought it from a San Diego State University student in 1974, so it's been in our family for quite a while," Jim said. "When my brother bought it, he was looking for an old truck to use on the weekends. I always liked it, and when he decided to sell, I'd been looking for one to have as a play truck."

Jim describes the truck as a good-looking driver, and he gives it regular workouts. "It shows and presents really well, but I use it as a pickup," he said. "I've moved furniture with it, and I haul lumber with it fairly

regularly. I try to drive it as much as I can. When weather permits, I drive it multiple times a week, so it gets used."

Jim estimates he's piled on between 20,000-25,000 miles, and the original still-functioning odometer shows 43,000 miles. When Jim bought the truck, it was in primer so, in 1985, he treated it to some body work and the black paint that it still wears today. About 15 years ago, he removed the V-8 for a rebuild and a repaint. While the truck was apart, he refinished the firewall as well.

The engine that has long served this pickup is a 1937-vintage "21-stud" V-8. It's entirely stock and only recently, Jim swapped the original generator for a 6-volt one-wire alternator in a bid to brighten up the headlamps during occasional evening trips. The truck also runs hydraulic brakes from a '39 vintage Ford.

Other updates include a new floormat and stock-type interior door panels. The seat, which was reupholstered decades ago, is due for a reskin, Jim said. No surprise given this truck's record of service.

"People are always dazzled, because it's an old vehicle and I'm really using it as a pickup. It's been a fun truck to have—it's like being in a parade wherever you go. We get a lot of people passing through town, so it's been in a lot of tourists' photos." 



The 1935 restyle included moving the pickup's spare tire from the front fender to the bed side.

# Hemmings Oil

MOTOR

**FOR CLASSIC CARS,  
MUSCLE CARS,  
AND EVERYTHING  
IN BETWEEN**

Contains high levels of zinc and phosphorus,  
giving exceptional protection for flat  
tappet cams, lifters and rockers.



### 3 SAE CHOICES:

- SAE 10W30 Synthetic Blend \* \$53.95
- SAE 20W50 Synthetic Blend \* \$53.95
- SAE 15W50 Full Synthetic \* \$69.95



## Order Today!

\*(by the 6-pack only) visit:

[www.hemmings.com/classicoil](http://www.hemmings.com/classicoil)

or shoot us a call at:

**800-227-4373, Ext. 79550**

Shipping included within Continental U.S.  
Alaska and Hawaii call for rates.

## Wire Harnesses

Ford Passengers & Pickups  
Retractable '57-'59  
T-Birds '55 & up  
Mercurys '39 & up

- Authentic Reproductions
- Molded Terminal Ends
- Handcrafted Quality
- Easy Installation Instructions
- Call for your FREE catalog today!

**800-874-9981**

*ChasTECH*

## ROBERTS MOTOR PARTS

17 Prospect St  
West Newbury, Massachusetts 01985

**NEW & NOS PARTS**



**FOR PLYMOUTH,  
DODGE, CHRYSLER,  
& DeSOTO CARS  
& TRUCKS!**

PH: 800-231-3180 • 978-363-5407

FAX: 978-363-2026

Send \$4 for our car & truck catalog (free with order)  
9-6 weekdays MasterCard & VISA

[www.robertsmotorparts.com](http://www.robertsmotorparts.com)



## AUTOMOTIVE RESTORATION PRODUCTS

WOOL BROADCLOTH & BEDFORD  
WILTON, SQ WEAVE, LOOP  
& VELOUR CARPET

LEATHER & VINYL

CONVERTIBLE TOPS FOREIGN

& DOMESTIC

CONVERTIBLE TOP MATERIALS

HEADLINING MATERIAL WOOL &

COTTON

M-B INTERIORS

ROLLS-ROYCE INTERIORS

HI-TEMP COATINGS

ENGINE ENAMELS

RUST PREVENTION PRODUCTS

FUEL TANK SEALER & REPAIR KITS

CUSTOM LEATHER FINISHING

AND MUCH MORE....

[WWW.HIRSCHAUTO.COM](http://WWW.HIRSCHAUTO.COM)

800 828 2061 or 973 642 2404

396 LITTLETON AVE.

NEWARK, NJ 07103

## SMS AUTO FABRICS

All American Cars 1930-2000

Cloth & Vinyl  
Wool Broadcloth

Leather

Door Panels

Headliners

Embossing

Windlace

Vinyl Tops

Trunk Lining

Carpet Sets

[www.smsautofabrics.com](http://www.smsautofabrics.com)

[facebook.com/smsautofabrics](https://facebook.com/smsautofabrics)

(503) 263-3535

All items proudly made in the U.S.A.

## Hibernia Auto Restorations, LLC

- Body, Woodworking & Plating
- Engine and Chassis Rebuilding
- Upholstery & Top Restoration
- Electrical & Machine Work
- Full Concours Detailing
- Transportation Available
- Pre-Purchase Inspections & Appraisals
- Small Jobs to Full Concours Restorations

Our color books date back to 1928



Climate-Controlled Automotive Storage Facilities

**A Reputation for Quality • A Tradition of Excellence • A Continuing Legacy of Service**  
Since 1964, Hibernia Auto Restoration has cared for and restored vehicles of virtually every make, model and year. Owners of a classic, collector, or antique automobile don't trust their vehicle to just anyone. Hibernia Auto Restorations understands why, and for more than 45 years we have been providing exceptional restoration services to automobile owners worldwide. We manufacture Authentic Nitro Cellulose and Acrylic Lacquer.

[HiberniaAuto.com](http://HiberniaAuto.com)

52 Maple Terrace, Box #1, Hibernia, NJ 07842 • fax 973-627-3503 • tel 973-627-1882

# Hemmings CLASSIC CAR MARKETPLACE

## THE FILLING STATION

Chevy or GMC enthusiast? We carry over 20,000 quality reproduction parts for 1916-64 Chevrolet cars and 1918-87 Chevy/GMC trucks! From bumpers to bezels and grilles to glass, our nearly 400-pg catalog is a great indication of what is available for classic Chevrolets. Technical questions are no problem for our knowledgeable staff.

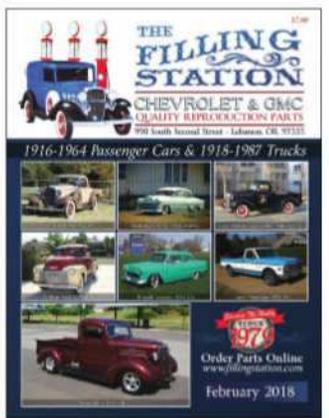
Price: CD catalog FREE; print catalog \$7 (U.S. orders only)

800-841-6622

www.fillingstation.com

ja@fillingstation.com

990 S Second St, Lebanon, OR 97355



## HEMMINGS PRODUCT CATALOG

Exclusive Hemmings Products and Collectibles. In this free Hemmings product catalog, you'll find a variety of new quality products (along with the long-time best sellers) to add to your collection. Calendars, books, clothing, magazine subscriptions, diecasts, plus much, much more!

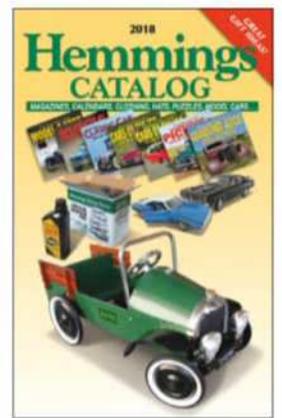
Price: FREE

800-227-4373, ext. 79550

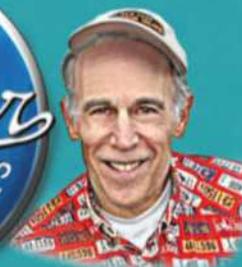
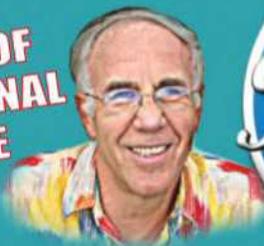
www.hemmings.com/request

kryder@hemmings.com

PO Box 76, Bennington, VT 05201



OVER  
50 YEARS OF  
PROFESSIONAL  
SERVICE



CALL FOR  
A FREE  
KANTER  
CATALOG

**WE HAVE THE PARTS YOU NEED!**

**Engine Overhaul Kits**  
**Brake Overhaul Kits**  
**Pistons**  
**Water Pumps**  
**Fuel Tanks**  
**Motor Mounts**  
**Carburetor Kits**

**1930's - 1990's**  
**Suspension Parts**  
**Upholstery/Carpets**  
**Disc Brake Conversion Kits**  
**Distributors**  
**Front End Kits**  
**Idler & Pitman Arms**  
**Shock Absorbers**

**Coil & Leaf Springs**  
**Universal Joints**  
**Weatherstrip Kits**  
**Electrical Parts**  
**Clutches**  
**Starters/Generators**  
**Tune-up Kits**

**800-KANTERS**

**www.kanter.com**

TOLL FREE **800-526-1096**

LIMITED LIFETIME WARRANTY

Fax: 973-334-5423

CODE L095-HX6W



662 Myrtle Avenue  
Boonton, NJ 07005



For Info Call: 973-334-9575

Parts and availability may vary and be subject to written change.



**STEWART-WARNER**

**SW**

*Genuine Parts*

Quality Gauges  
since 1905

stewartwarner.com

CHECK OUT OUR WEBSITE! OPEN 24 / 7

**car-dolly.com**

**SAVE SPACE / MOVE YOUR VEHICLE BY HAND!!!**

**Superior Quality  
Made in the USA**

Made with high quality  
5/16 grooved aluminum!

**3 1/2" DIA. "UPGRADE" WHEELS FEATURE:**

- Easy rolling ball bearing swivel casters (rolls over floor cracks, too!)
- Rock hard wheel material
- Roller axle bearing
- Grease fittings
- One brake per dolly
- Steel wheel housing
- 6,000 lb capacity (with set of 4 dollies)

Visit our website to see other options!

**1-888-721-9595**

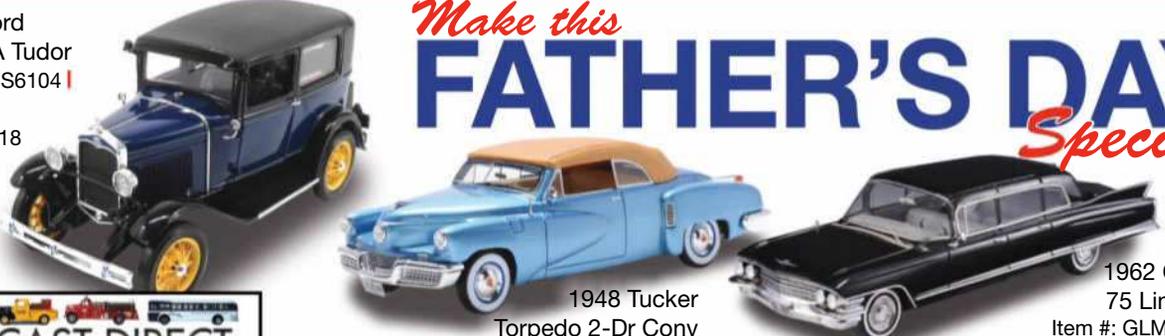
5270 16th Avenue, Hudsonville, MI 49426

Type "HEMMINGS" into the coupon code for \$20 OFF



1931 Ford Model A Tudor  
Item #: SS6104 | \$74.95 | Scale: 1:18

*Make this*  
**FATHER'S DAY**  
*Special*



1948 Tucker Torpedo 2-Dr Conv  
Item #: EM-US-43056B | \$99.95 | Scale: 1:43

1962 Cadillac 75 Limousine  
Item #: GLM121501 | \$109.95 | Scale: 1:43

**DIECAST DIRECT INCORPORATED**

diecastdirect.com | 800-718-1866

**Larry's THUNDERBIRD & MUSTANG PARTS**

*Dedicated to Excellence*



**Supplying Concours-Quality Upholstery, Parts and Accessories for Over 45 Years!**

**Restoration Parts & Accessories**

Order your **FREE** Catalog!

★Great Prices!  
★Huge Inventory!  
★Experienced Parts Specialists!  
★Fast Shipping!

**Teamco**  
GO FOR THE QUALITY

**Call Today! (800) 854-0393**

Larry's Thunderbird & Mustang Parts  
1180 California Ave #B • Corona, CA 92881

Find us On The Web At: [www.larrystbird.com](http://www.larrystbird.com)

MARKETPLACE

# www.LucasClassicTires.com

WORLD'S LARGEST COLLECTION OF ANTIQUE, CLASSIC & SPORTS CAR TIRES

**Lucas**  
CLASSIC TIRES

## LUCAS TIRES



TIRE SIZE	PRICE	TIRE SIZE	PRICE	TIRE SIZE	PRICE
525/550-17	A \$119.00	650-19	C \$179.00	32x4-1/2	D \$259.00
450-18	A \$119.00	475/500-20	A \$139.00	33x5	A \$269.00
525/550-18	A \$129.00	600-20	B \$159.00	32x4	A \$259.00
600/650-18	B \$149.00	440/450-21	A \$ 99.00	33x4-1/2	E \$269.00
475/500-19	A \$ 99.00	525-21	A \$149.00	33x4	A \$269.00
550-19	B \$149.00	31x4	A \$239.00	34x4	A \$275.00

## WARDS RIVERSIDE

TIRE SIZE	COLOR	PRICE
30x3-1/2	Black	\$152.00
30x3-1/2	All-White	\$219.00
30x3	Black	\$151.00
30x3	All-White	\$212.00



**GOODYEAR**

**U.S. ROYAL**  
TIRES

## GENERAL TIRES



TIRE SIZE	WW WIDTH	PRICE	TIRE SIZE	WW WIDTH	PRICE
750-14	2-1/4"	C \$164.00	800-15	3" or 4"	B \$195.00
800-14	2-1/4"	C \$179.00	820-15	Black	C \$175.00
950-14	2-1/4"	A \$229.00	820-15	1" or 2-3/4"	C \$209.00
670-15	Black	A \$147.00	915-15	1"	C \$209.00
670-15	2-11/16" or 3-3/4"	A \$173.00	600-16	Black	A \$144.00
760-15	3" or 4"	B \$186.00	600-16	3-1/2"	A \$169.00

## ROYALTON 78 Series

TIRE SIZE	WW WIDTH	PRICE
G78-14	1", 2-3/4" or 3-1/4"	\$165.00
560-15	Black	\$149.00
560-15	1" or 3"	\$166.00
600-15	Black	\$152.00
600-15	1" or 3"	\$169.00
G78-15	1", 2-1/2" or 3-1/4"	\$168.00
H78-15	1", 2-5/8" or 3-1/4"	\$169.00
L78-15	1" or 3"	\$179.00
L78-15	4"	\$185.00

**Firestone**

## PIRELLI CINTURATO

## EXCLUSIVE U.S. DISTRIBUTOR



TIRE SIZE	CINTURATO	PRICE	TIRE SIZE	CINTURATO	PRICE
185/70VR13	CN-36	\$149.00	205/50YR15	P7 N4	\$299.00
165HR14	CA-67	\$179.00	205/70WR15	CN-12	\$299.00
185/70VR14	CN-36	\$149.00	205VR15	CN-72	\$439.00
205/70VR14	CN-36	\$299.00	215/60VR15	CN-36 N4	\$419.00
155HR15	CA-67	\$239.00	215/70WR15	CN-12	\$359.00
165HR15	CA-67	\$209.00	225/50YR15	P7 N4	\$329.00
165VR15	CN-36 N4	\$259.00	255/60WR15	CN-12	\$449.00
185/70VR15	CN-36 N4	\$289.00	165HR400	CA-67	\$249.00
185VR15	CA-67	\$339.00	185VR16	CA-67	\$359.00

## Our best-selling VW TIRES

We stock the original sizes for your classic Volkswagen! Royalton's reasonably-priced 560-15 and 600-15 are now available in black, 1" WW, and extra-wide 3" WW.



**MICHELIN**

## BEDFORD

SIZE	BLACK	SINGLE WW	DOUBLE WW
700-17	\$229	\$309	\$399
750-17	\$239	\$319	\$439
700-18	\$219	\$309	\$399
750-18	\$229	\$319	\$439
700-19	\$259	\$329	\$429
750-19	\$259	\$349	\$469
600-20	\$179	\$279	
650-20	\$180	\$299	

**American Classic**

## PORTAWALLS

BEFORE		AFTER	
8 x 1/16".....	\$47.95	15 x 1-3/4".....	\$59.95
10 x 1-3/16".....	\$47.95	15 x 3".....	\$76.95
12 x 1-1/2".....	\$59.95	16 x 1-7/8".....	\$59.95
13 x 1-7/8".....	\$59.95	16 x 3".....	\$79.95
13 x 2-1/2".....	\$65.95	19 x 1-1/4".....	\$59.95
14 x 2".....	\$59.95	Sold in sets of 4	

**LESTER**

**Universal**

**BFGoodrich**

**VEDESTEN**

### BARGAIN TIRES

We frequently get trade-ins, close-outs, blem tires, and racing take-offs which we can offer at great savings.No guarantees. Call for your specific needs.

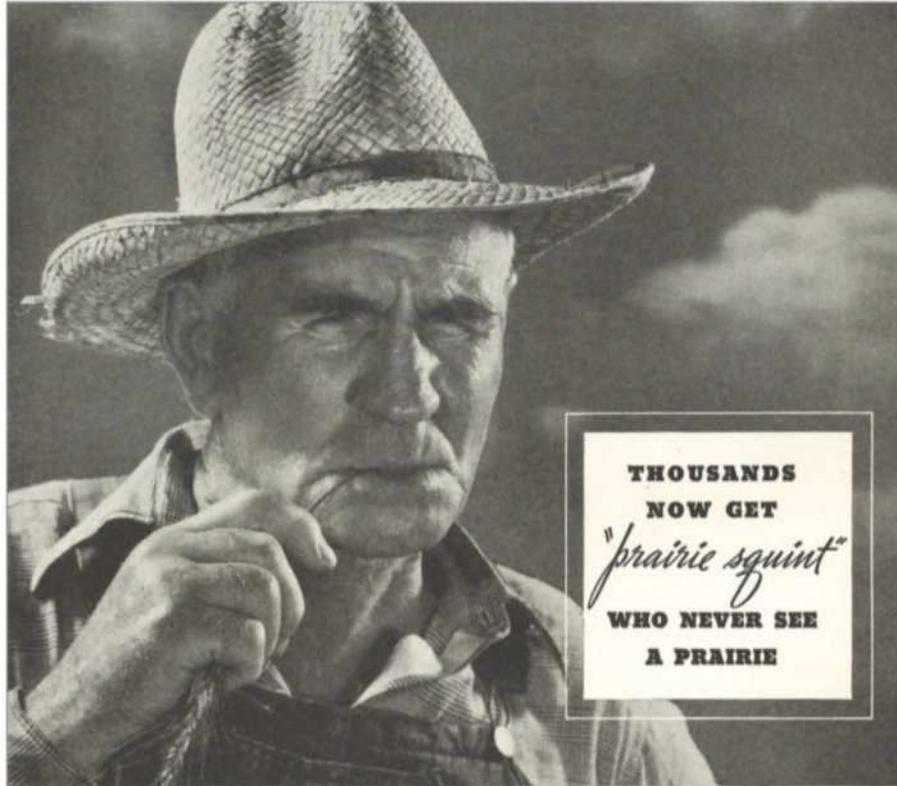
**CALL TO REQUEST OUR FREE CATALOG**

**TOLL FREE 1-800-952-4333**  
Hours: 9am - 5pm PST (OPEN UNTIL 8pm EST)

**Lucas**  
CLASSIC TIRES

Phone 562-595-6721 • Fax 562-595-0381  
2850 Temple Ave. Long Beach, CA 90806

## Advertisers in this issue



**OUT** on the winding open road and in the thick of city traffic you have undoubtedly noticed that some motorists squint through their car windows, while others sit back calmly and gaze serenely on the passing parade. Personal characteristics, habit and other factors may be responsible for this difference, but often it is due simply to the fact that ordinary wavy window glass is used in the Safety Glass in some cars, while in others the Safety Glass is made entirely of the finest polished PLATE Glass. † All window glass, regardless of the scrupulous

care with which it is manufactured, has an unavoidable wave; and when sheets are laminated, as in Safety Glass, the vision is distorted and eyestrain, fatigue and unbecoming squint frequently result. ‡ On the other hand Safety PLATE Glass is first carefully ground to eliminate waves, and is then painstakingly polished to a mirror-like brilliance. Its greater clarity and freedom from waviness minimize eyestrain and fatigue; and its sparkling beauty lends distinction to your car—adds immeasurably to your pride of ownership. † Before you buy a

new car make sure that it has Safety PLATE Glass in every window. Many car manufacturers, continuously striving to bring added comfort, enjoyment and satisfaction to motoring, are now completely equipping their cars with Safety PLATE Glass at no extra cost to you.

PLATE GLASS MANUFACTURERS OF AMERICA  
PITTSBURGH, PENNSYLVANIA

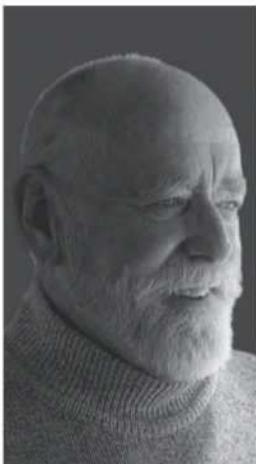
FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.



### Plate Glass Manufacturers of America ad

Motor  
November 1937

ALUMA TRAILERS.....	39
AUTOMOTIVE INTERIORS.....	79
BARRETT-JACKSON.....	21
BARRON PUBLISHING CO.....	61
BIRD NEST.....	79
BOB'S SPEEDOMETER.....	55
THE BRADFORD EXCHANGE.....	15, 27
CAR-DOLLY.COM.....	93
CHARGER METAL WORKS.....	53
CHECK THE OIL.....	39
CLASS-TECH.....	91
COKER TIRE.....	1
COOL CRAFT COMPONENTS, INC.....	37
COVERCAR CONCEPTS.....	55
COVERCRAFT.....	43
CUSTOM AUTOSOUND MFG.....	37
DIECAST DIRECT.....	93
THE ELEGANCE AT HERSHEY.....	43
THE EXPERIENCE CONCOURS.....	61
FATSCO TRANSMISSION PARTS.....	41
THE FILLING STATION.....	92
GRUNDY WORLDWIDE.....	79
HAGERTY.....	9
HARBOR FREIGHT TOOLS.....	19
HEMMINGS CLASSIC CAR MARKETPLACE.....	92-93
HIBERNIA AUTO RESTORATIONS LLC.....	91
HILL'S AUTOMOTIVE.....	79
BILL HIRSCH AUTOMOTIVE RESTORATION PRODUCTS.....	91
HOT AUGUST NIGHTS.....	41
HYDRO-E-LECTRIC.....	85
INSPECTION STICKERS.....	53
J.C. TAYLOR ANTIQUE AUTO INSURANCE.....	37
KANTER AUTO PRODUCTS.....	92
LARRY'S THUNDERBIRD & MUSTANG PARTS.....	93
LUCAS CLASSIC TIRES.....	94
MCCOLLISTER'S ENCLOSED AUTO TRANSPORT.....	29
MECUM AUCTIONS.....	5
MPT INDUSTRIES.....	51
NATIONAL PARTS DEPOT.....	back cover
NORTHWEST TRANSMISSION PARTS.....	85
ORIGINAL PARTS GROUP, INC.....	inside front cover
RESTORATION SUPPLY COMPANY.....	85
ROBERTS MOTOR PARTS.....	91
ROCKAUTO.....	39
RPM FOUNDATION.....	inside back cover
SMS AUTO FABRICS.....	91
STAUER.....	11, 17
STEELE RUBBER PRODUCTS.....	51
STEWART-WARNER.....	93
STUDEBAKER DRIVERS CLUB.....	43
SUMMIT RACING EQUIPMENT.....	7
TIRE RACK.....	13
TP TOOLS.....	55
UNIVERSAL VINTAGE TIRE CO.....	4
VIAMEDIC.....	41
VINTAGE CHEVROLET CLUB OF AMERICA.....	79
WHEELER AUCTIONS.....	3
WOODWARD FAB / HECK INDUSTRIES.....	61



For long-distance touring, I prefer classics of the 1930s anyway. Many of them sported two full-size spares mounted in front fender wells.

## The Dual-Mount Advantage

A friend asked me to go with him to buy a used car the other day. And while I don't keep up with contemporary autos, I went anyway. At the nearest dealership, we scanned the inventory, and my friend settled on a nice low-mileage white Kia sedan, so we consummated the deal and drove it home. It wasn't until a couple of days later, when he was showing off his new ride, that my friend discovered it had no spare tire in the trunk.

We called the dealer immediately. I was miffed because I had gone along to help my friend, and had failed. It was then we were told that Kias don't come with spare tires. Instead you get a can of goo. Apparently, it shoots compressed air and some kind of sticky stuff into your flat tire to reinflate it, so you can get to a tire shop. But even if this monkey mucus works, your tire will still need to be replaced because of the residue inside it. Perhaps the new Kia should be renamed SOL, because that is what you will be if you have a flat.

Kia says not providing a spare saves weight so as to meet the fuel-economy standards that our nutty politicians have decreed. Hmmmm... I mean, how much fuel would you save by not carrying a modern spare and a jack? Kia isn't the only carmaker to do this mind you. I understand that Tesla, Audi, BMW, and Porsche don't provide spares and jacks, either.

For long-distance touring, I prefer classics of the 1930s anyway. Many of them sported two full-size spares mounted in front fender wells. The whole cowl had to be reinforced just to handle them. But weight and fuel economy weren't the main concerns of automakers back then.

First of all, you had two spares just in case, and secondly, they freed up trunk space. And when you consider that a 7.00:16 wheel and tire are 30 inches in diameter and 7-plus inches wide, well, you get the picture.

Today, people think dual side mounts look elegant, but that wasn't the reason they were offered. You see, in those days, tires were made of mostly natural rubber and cotton fiber, so they were delicate by modern standards. And then,

when you take into account that even Highway 66 was not paved completely until 1938, you realize what they were up against back then.

On the plus side, though, it was actually pretty easy to fix a flat beside the road years ago. You loosened the wheel nuts, jacked up the car, removed the wheel, and looked it over carefully to find what caused the flat. It was usually a piece of glass, a nail, or a stone. You then laid the wheel out flat and marked the tire in relation to the valve stem.



Then you used the tire iron to pop the tire from the rim and pulled out the inner tube. You then laid the inner tube on the tire to determine where the puncture was. When you found the hole, you got out a patch kit and scuffed the puncture with the abrasive can lid. You then selected a patch, smeared on some glue, and lit it briefly with your Zippo to heat it before pressing the patch into place with your thumbs and holding it tight for a minute or two.

You then put the tube back in and pumped up the tire with a hand pump. The whole process probably took 45 minutes and cost you 25 cents. Later came steel-belted radials that you couldn't easily repair beside the road, but you still carried a spare tire; it took less than 15 minutes to change it if you knew what you were doing.

But, today it seems your only choice with some cars is to call a tow truck—providing there is cell-phone service in the area—and then wait for perhaps hours for it to arrive. Then, they must tow you back to where your tire can be replaced. And if you arrive after hours, you will need to get out your Motel 6 card and hope they have a room left.

The fuel saved by a modern car that carries no spare tire would be less than one percent per year, so I suspect this omission was more likely the bright idea of someone fresh out of business school, and was done to increase profits, not decrease weight.

Meanwhile, I will continue to tour in my Depression-era classics. That way, even if I have two flats, I will still have my patch kit, and will be able to get back on the road for 25 cents instead of the \$250 tow, and possibly a night in a motel, plus a new tire, would set me back. 🚗



**RPM**  
FOUNDATION  
RESTORATION. PRESERVATION. MENTORSHIP.

**SUPPORT A NEW GENERATION OF CRAFTSMEN & ARTISANS!  
THE FUTURE OF RESTORATION IS IN YOUR HANDS.**

Ensure critical skills essential to  
restoring and preserving collector vehicles are not lost.

**PRESERVE THE PAST. BUILD THE FUTURE.  
DONATE TODAY.**

[www.rpm.foundation](http://www.rpm.foundation) | 855.537.4579

AMERICA'S AUTOMOTIVE *Trust*  
The RPM Foundation is an entity of America's Automotive Trust.

A Public Service of Hemmings Classic Car

# NPD

## NATIONAL PARTS DEPOT

Restoration/Performance  
Parts & Accessories since 1976

Make your dream happen.



**CALL NOW! FREE Parts Catalogs 800-874-7595**

VISIT US AT  
[WWW.NATIONALPARTSDEPOT.COM](http://WWW.NATIONALPARTSDEPOT.COM)



**4 LOCATIONS  
WALK IN HOURS**  
Mon. - Fri. 8am-7pm  
Sat. - Sun. 9am-5pm

**FLORIDA DEPOT**  
800-874-7595  
900 SW 38th Ave  
Ocala, FL 34474

**MICHIGAN DEPOT**  
800-521-6104  
2435 S Haggerty Rd  
Canton, MI 48188

**N CAROLINA DEPOT**  
800-368-6451  
7000 MacFarlane Blvd  
Charlotte, NC 28262

**CALIFORNIA DEPOT**  
800-235-3445  
1376 Walter St #1  
Ventura, CA 93003