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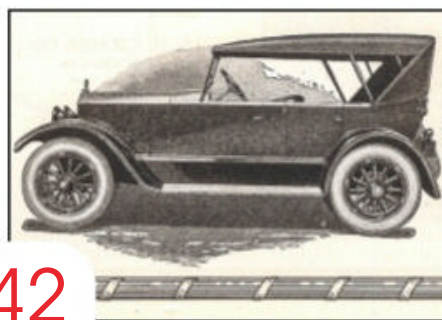
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## The Other Chevys

In this month's Special Section, we celebrate one of America's most beloved car brands – Chevrolet. From the marque's hopeful start back in 1911, to it becoming a recognized symbol throughout the world, the affection Chevrolet owners and enthusiasts have for their vehicles is truly remarkable; this is especially true of vintage Chevrolets.

When it comes to collecting old Chevrolets, all too often the same cars are sought. Meanwhile, there are many other great models wearing the Bowtie emblem being overlooked; they will make you enjoy the old-car experience better than you ever thought possible.

While many Chevrolet enthusiasts go crazy over the Tri-Fives of 1955-'56-'57, I've always preferred the designs of the '54 Chevys, as well as the earlier 1952-'53 models. I know they may look a little too "grandpa-ish" for some folks, but there's something about the shape of their rounded rear quarter panels that has always interested me. These are nice looking cars, easy to work on, fun to drive, and much cheaper to buy.

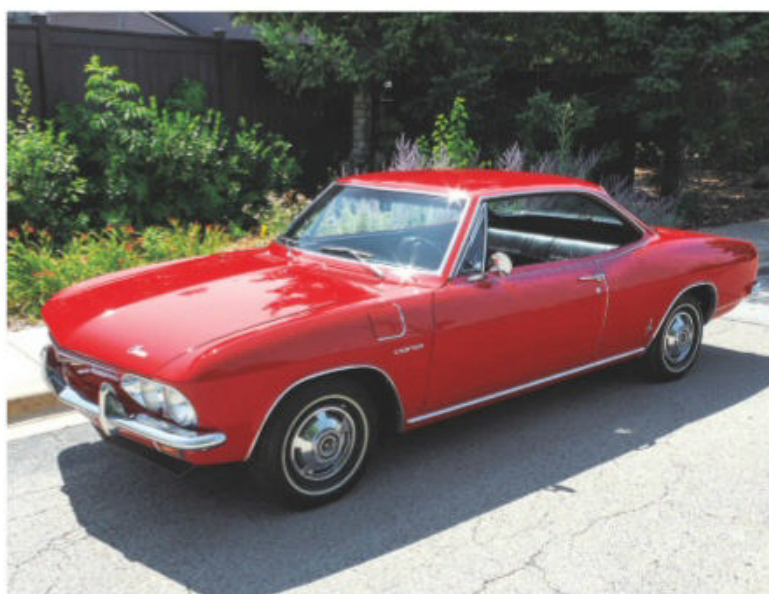
The sensationally styled 1958 model, be it the fancy Bel Air or bare bones Delray form, is a fascinating looking car. I consider it to be one of the best-designed American body styles – not only of the 1950s, but of all time. In fact, a stripped-down two- or four-door Delray sedan with no options other than the 280-hp Super Turbo-thrust 283 and power brakes will make a wonderful ride that would be a blast to own.

Then there are the models of the immediate postwar era, such as the 1947-'48 Aerosedans or '49 Fleetline sedans. With long, fastback rooflines, this rare body style is captivating, and they are great looking automobiles.

Going back even further, the 1940's beautiful grille shape and thin front bumper make the convertible coupe model another must-own Chevy. The 1941-'42 models are nice, too, but I much prefer the minimalism of the 1940 style. Other prewar Chevrolets to consider are the 1938 Master Deluxe sport coupe and the 1934 or '35 roadsters. In fact, the '32 Chevy, regardless of

body style, makes a great alternative to the far more expensive '32 Ford.

Being a huge fan of GM's bubbletop designs, I also appreciate the design of the 1961 Impala – it's a rare one. Be it a '61 or '62 bubbletop version, you should consider one of these incredible gems. Another great-looking full-size Chevy to contemplate is the 1965 model. With its sloping roofline and individual round taillamps, it looks exciting, even parked.



Perhaps the one Chevy that provides the most value for its price is the Corvair. These mechanically advanced little cars, especially the early second-generation models, will provide you with loads of fun motoring adventure. Unfortunately for one's bank account, if you like Corvairs, there's no way you can own just one. A

Monza Spyder is a must, as is an early vista roof sedan, and, so too, are a Lakewood station wagon and 1965-'66 Corsa models; each is distinctively desirable in its own way.

When it comes to Camaros, it's the early second-generation models with the split front bumper that I find most attractive. With the simplicity of its twin-taillamp rear, a base model – even if it has the straight-six engine – will be a fine car to own thanks to its clean, attractive shape.

As for the ever-popular Chevelle, the colonnade-styled bodies make excellent collector cars. Thanks to their disc brakes and fine handling, a 1973 Laguna, 1973-'77 Malibu, 1974-'76 Laguna Type S-3, or 1974-'77 Malibu Classic would make perfect daily drivers. So would the incredibly handsome 1970-'72 Monte Carlo, which I consider a styling masterpiece!

If you're into cars of the late '70s and early '80s, consider Malibu sport coupes, full-frame Impala/Caprice station wagons, and even Citation X11 or Monza 2+2 coupes; after all, how often do you see those? While decent examples may be hard to find, they deserve to be restored and preserved just like all the older Chevrolets. They are the future of the hobby. 🐾

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





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## Plymouths Invade Illinois

**THE NATIONAL MEET OF THE PLYMOUTH OWNERS CLUB (POC) WILL TAKE PLACE**

June 17-21 in Springfield, Illinois. Hosted by the Lincoln Land POC, the show will focus on all things related to the discontinued Chrysler division. The event is open to all stock and modified Plymouth cars and trucks. Centered around the Hilton Garden Inn host hotel, the meet will include a two-hour tour on Route 66, a timed stage drive to historic sites including the Dana Thomas House and Lincoln Museum, and a judged car show and swap meet. Registration and club membership forms are now available at [www.plymouthbulletin.com/events.html](http://www.plymouthbulletin.com/events.html).

## Nash Bash

**THE NASH CAR CLUB OF AMERICA (NCCOA)** announced its 2020 Grand NASHional will take place in Frankenmuth, Michigan, July 14-19. Open to all Nash vehicles, this gathering will include Nash, Rambler, Nash-Healey, and Metropolitan vehicles from all over the country. The host club will be the Erie Shores Region of the NCCOA, and the event will feature trips and touring throughout the region, with visits including the GM Flint Truck Plant, The Gilmore Car Museum in Hickory Corners, and The RE Olds Museum in Lansing. The judged car show will include 19 classes, covering all eras of the famed independent marque. For registration forms and host hotel information, please visit [www.nashcarclub.org](http://www.nashcarclub.org).



## T's on Tour

**THE MODEL T FORD CLUB OF AMERICA**

will conduct a tour of the Inland Northwest region of Eastern Washington. Hosted by the Inland Empire Model T Club, this event will give members a chance to see the many beautiful lakes, rivers, and vineyards around the Spokane area. Taking place July 18-23, some points of interest include a drive up Mount Spokane; a trip to Coeur d'Alene, Idaho, and Lake Coeur d'Alene; as well as a visit to historic Fort Spokane near the Columbia and Spokane Rivers. The registration deadline is June 16; for information and registration forms, visit [www.spokanemodeltclub.com/2020-national-tour.php](http://www.spokanemodeltclub.com/2020-national-tour.php).

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### 7 • Sumter Swap Meet • Bushnell, Florida

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### 11 • Hemmings Motor News Cruise-In

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### 21-26 • Model A Ford Club of America National Convention

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### 22-27 • Professional Car Society 2020 International Meet

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### 24-27 • Eastern Spring Nationals

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### 24-28 • International Mercury Owners Association Show

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## Route 66 Relics

**MORE THAN 20 YEARS AGO, KEITH BROWN OF ONSTED, MICHIGAN, TOOK A ROUTE 66** roadtrip that went through the tiny town of Adrian, Texas. We know this because he sent some photos he snapped of a couple interesting customs in the weeds beside what looks to be a dilapidated gas station.

"There was no ID," he wrote. "I know nothing about them except they are sitting just to the right of the building. Hopefully someone saved and finished the build or could fill in the details about them."

We've put in a message for the owners of the building, now cleaned up and called the Bent Door Café, but the best we can guess from looking over the photos is that the cars were sport customs built out of steel in the style of the Charles Martz Hudson Custom from *Motor Trend* (see HCC #43) and the *Mechanix Illustrated Special* (see HCC #66).

We'll provide updates should we learn any more about the cars.

## Missing Millionth

**CHEVROLET ALMOST NEVER PASSED** up an opportunity to showcase one of its production landmarks, whether it was the one-millionth car the brand built (a 1923 Chevrolet sedan built in Flint) or the 100-millionth (a 1979 Chevrolet Monza coupe built in Lordstown). But, as Robert Boehling has wondered, what was the 75-millionth Chevrolet and why does it seem like GM didn't make a big deal about it?

"I have been looking for months for this car in newspapers and magazines without finding any trace of the vehicle," Robert wrote. "I have talked with people

who don't believe GM selected a 75-millionth milestone vehicle due to all the trouble it was going through at the time (6.7-million vehicles were then being recalled due to a motor mount issue). If a 75-millionth milestone vehicle was selected, it may not have been widely advertised because of the recall."

According to Robert's research, the 75-millionth Chevrolet should have come off an assembly line sometime in 1972, but he's not sure which assembly line and what that vehicle might have been. Does anybody know for sure?

## RE: Ply-wood


**THE REASON WE DIDN'T SEE ANY WOOD-BODIED** Plymouth sedans in our reference books while researching the car in the photos that Jim Connaughton sent in (see HCC #187) is simply because no such cars existed. So how to explain the postwar Plymouth woodie sedan?

Thanks to Jim Benjaminson and Conrad Jurgens, we have the answer. Fred Wood of Portland, Oregon, built the car after seeing a wood-bodied 1946 Nash Suburban sedan, according to Benjaminson:

"He designed, fabricated, molded, and attached the wood panels, frames, and curved fender pieces of fir, a soft wood that was easier to steam bend and shape, made the templates and molds and all wood pieces from scratch. The wood work is attached with rivets and brass screws along with high-grade marine adhesives and caulking to make the wood as water resistant as possible."

The car's current owner, Charlie Olson, bought the woodie in 2004 and lives in Arizona.



 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).





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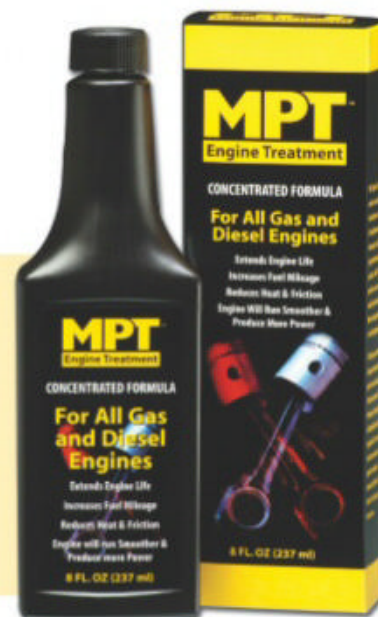
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## Bonhams Results

**THE BONHAMS SCOTTSDALE AUCTION SAW OVER 100 CARS CROSS THE BLOCK DURING THE** January extravaganza. The auction pulled in \$8.6 million total, while American classics accounted for roughly \$1.4 million, with greater than two dozen lots changing hands. Independents were well represented and included this 1948 Nash Ambassador Custom convertible, finished in the correct Newfoundland Grey. Restored in the 1980s using correct NOS parts and powered by an inline-six with a three-speed manual transmission, it sold for a reasonable \$25,760. Also among the Independents were a pair of Packard woodies, as two 1948 series 22 station sedans sold. Both carried older restorations with the wood still in good shape; one sold for \$41,440, while the other went for \$49,280. Ford had some nice representation with a pair of driveable Model Ts from the Philip Reed Collection. The Brass Era 1915 T received a recent restoration and sold for \$14,560, while the 1926 Model T sold for \$5,600. Chevrolet watchers would no doubt have taken notice of a nice 1949 Deluxe woodie wagon that had undergone a thorough restoration; the winning bid totaled \$30,240 with fees. Full results from its Scottsdale auction are now available at [www.bonhams.com/auctions/25718](http://www.bonhams.com/auctions/25718).

## Gooding Grades

### GOODING & COMPANY'S SCOTTSDALE

Auction totaled more than \$35.8 million in sales. Prewar and postwar American classics made up a considerable portion of the auction, with 19 such cars reaching a final total of over \$4.57 million. Among those was this 1957 Thunderbird, offered from the Jerry Capizzi Collection of Southern California, representing one of fewer than 1,500 E-code models built that year. The combination of rare Dusk Rose color, desirable powertrain, and its impressive show history ushered the Thunderbird to a selling price of \$89,600. The oldest car to sell was a 1910 Knox Type O five-passenger tourer that had undergone an extensive restoration. The rare and powerful pre-World War I four-cylinder touring car sold for an impressive \$212,800. The top sale from this group, Tucker chassis number 1034, was believed to be a promotional car for the Tucker Company. One of 12 originally finished in Waltz Blue Metallic, it raked in \$2,040,000. For full results from Gooding's Scottsdale show, visit [www.goodingco.com](http://www.goodingco.com).



GOODING & COMPANY

## AUCTION PROFILE

**CAR** 1914 Chalmers Model 24 touring  
**AUCTIONEER** RM Sotheby's  
**LOCATION** Phoenix, Arizona  
**DATE** January 16, 2020  
**LOT NUMBER** 131  
**AVERAGE SELLING PRICE** N/A  
**SELLING PRICE** \$61,600

**HUGH CHALMERS AMASSED A FORTUNE** as a vice president of the National Cash Register Company and bought his way into the Thomas-Detroit company that would eventually become Chalmers. By 1914, the company was well-known for its racing team, "The Chalmers Bluebirds," which won prestigious events including the 1910 Glidden Tour. The company's Model 24 was an expensive car at that time, with a factory price of \$2,175.

This 1914 Chalmers touring car



RM SOTHEBY'S

was powered by an L-head inline six-cylinder that was capable of producing 60 horsepower. Mostly original and unrestored, the solidly built touring car still had its original paint, upholstery, and equipment, including a Delco generator system and a four-cylinder air compressor. This Chalmers was a

popular tourer that saw frequent competitions in the 1950s and 1960s, and carried the badges to prove it. Due to the rarity of the Chalmers, it's difficult to judge whether or not this was a good deal, but there is no denying that this was a great example of Brass Era power, design, and durability.



# JUNE

**3-7 • Mecum Auctions**  
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262-275-5050 • [www.mecum.com](http://www.mecum.com)

**5-6 • Ritchie Bros. Leake**  
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BARRETT-JACKSON

## Coming Up

**BARRETT-JACKSON WILL RETURN TO THE** Mohegan Sun Casino in Uncasville, Connecticut, for June's biggest auction. Expect to see more than 500 cars cross the block, rivaling last year's sale that saw 545 cars sell for a total over \$21.8 million. Visit [www.barrett-jackson.com](http://www.barrett-jackson.com) for the latest list of consignments.

The organizers at Vicari Auction announce the company's return to Dalton, Georgia, on June 26-27. It is expecting more than 400 collector cars to be available for sale during the two-day event at the Convention Center. For further details on consignments or bidder registration, visit [www.vicariauction.com](http://www.vicariauction.com).



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

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### Grand Touring All-Season

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New gas tanks are available for various 1963-'68 Cadillac models. The steel, non-vented and non-drain tanks have a capacity of 26 gallons, and are easy to install with no modifications required. Sturdy and spacious, the tanks feature dimensions of 33.4 x 30.1 x 8.25 inches. Each will fit the 1963-'64 Calais, Series 62 and Series 65, the 1963-'66 Eldorado, and the 1963-'68 De Ville and Fleetwood.



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These portable air tanks are unique in that they are made of lightweight aluminum. Painted steel tanks are heavy and more susceptible to corrosion, plus they carry the inevitable suggested discard date. Trick Tanks are made with the same welding and test specifications used for the military, are pressure tested to 300 psi, and are guaranteed not to rust or corrode. These tanks are perfect for all of your inflation needs, especially emergencies, whether at the track, car show, or touring. Several sizes and capacities are available, so visit Trick Tank's website for your specific needs.



 Prices shown are presumed accurate at the time of printing; please confirm with seller prior to purchase.



# Discovered! Unopened Bag of 138-Year-Old Morgan Silver Dollars

Unopened for  
138 Years!

## Coin experts amazed by “Incredible Opportunity”

The Morgan Silver Dollar is the most popular and iconic vintage U.S. coin. They were the Silver Dollars of the Wild West, going on countless untold adventures in dusty saddlebags across the nation. Finding a secret hoard of Morgans doesn't happen often—and when it does, it's a *big deal*.

How big? Here's numismatist, author and consultant to the Smithsonian® Jeff Garrett:

*“It's very rare to find large quantities of Morgan Silver Dollars, especially in bags that have been sealed... to find several thousand Morgan Silver Dollars that are from the U.S. Treasury Hoards, still unopened, is really an incredible opportunity.”*

—Jeff Garrett

But where did this unique hoard come from? Read on...

### Morgans from the New Orleans Mint

In 1859, Nevada's Comstock Lode was discovered, and soon its rich silver ore made its way across the nation, including to the fabled New Orleans Mint, the only U.S. Mint branch to have served under the U.S. government, the State of Louisiana and the Confederacy. In 1882, some of that silver was struck into Morgan Silver Dollars, each featuring the iconic “O” mint mark of the New Orleans Mint. Employees then placed the freshly struck coins into canvas bags...

### The U.S. Treasury Hoard

Fast-forward nearly 80 years. In the 1960s, the U.S. government opened its vaults and revealed a massive store of Morgan Silver Dollars—including *full, unopened bags* of “fresh” 1882-O Morgan Silver Dollars. A number of bags were secured by a child of the Great Depression—a southern gentleman whose upbringing showed him the value of hard assets like silver. He stashed the unopened bags of “fresh” Morgans away, and there they stayed...

### The Great Southern Treasury Hoard

That is, until *another* 50 years later, when the man's family finally decided to sell the coins—still in their unopened bags—which we secured, bag and all! We submitted the coins to respected



- ✓ Historic Morgan Silver Dollars
- ✓ Minted in New Orleans
- ✓ Struck and bagged in 1882
- ✓ Unopened for 138 years
- ✓ 26.73 grams of 90% fine silver
- ✓ Hefty 38.1 mm diameter
- ✓ Certified Brilliant Uncirculated by NGC
- ✓ Certified “Great Southern Treasury Hoard” pedigree
- ✓ Limit five coins per household

third-party grading service Numismatic Guaranty Corporation (NGC), and they agreed to honor the southern gentleman by giving the coins the pedigree of the “Great Southern Treasury Hoard.”

These gorgeous 1882-O Morgans are as bright and new as the day they were struck and bagged 138 years ago. Coins are graded on a 70-point scale, with those graded at least Mint State-60 (MS60) often referred to as “Brilliant Uncirculated” or BU. Of all 1882-O Morgans struck, *LESS THAN 1% have earned a Mint State grade*. This makes these unopened bags of 1882-O Morgans extremely rare, certified as being in BU condition—nearly unheard of for coins 138 years old.

### Don't Miss This Rare Opportunity—Order Now!

Regular 1882-O Morgans sell elsewhere for as much as \$133, and that's without the original brilliant shine these “fresh” 138-year-old coins have, without their special NGC hoard designation, and without their ability to tell their full, complete story from the Comstock Lode all the way to your collection.

Given the limited quantity of coins available from this historic hoard, we must set a strict limit of five coins per household. Call quickly to secure yours today as supplies are sure to sell out quickly!

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## Marc Birkigt



### DUE LARGELY TO POLITICAL

meddling from people in gaudy braid, Hispano-Suiza had its feet planted on opposite sides of the Pyrenees, depending on the point in time. Thanks to the presence of Marc Birkigt, it can be said that Hispano-Suiza was also strongly Swiss. Its wonderful motorcars were never produced in Switzerland, but Birkigt was a child of Geneva, a founding director of Hispano-Suiza, and a pure genius in both aeronautical and automotive engineering.

Birkigt's early years included gunsmithing for the Swiss army, creating machine tools for watchmakers and, later, moving to Barcelona to join a venture building electric railway locomotives. That flopped. So did the next plan, the 1901 La Cuadra, a one-banger named for the firm's owner, who soon capitulated to his creditors. It was the greatest happenstance Birkigt could have enjoyed. He agreed to stay with the reconstituted manufacturer, only as a partner and chief of engineering. The new firm was named Hispano-Suiza, the second half of its name a salute to Birkigt's heritage.

He is the dominant figure in the company's existence, which dates from 1904. Within two years, he had prototyped a 7.0-liter straight-six, marvelous, even among the era's uppermost crust. Birkigt took the Hispano-Suiza racing team to France beginning in 1908, where

it enjoyed success. France became the first big export market for Hispano-Suiza, most notably in the form of a smaller car that had a 2.6-liter engine cast en bloc. Founding partner Don Damian Mateu, with an obvious gift for flattery, named it the Alfonso XIII in honor of the reigning king of Spain. The car was so popular among French buyers that Birkigt was assigned to set up a plant at Levallois-Perret, which opened in 1911.

Then the First World War started. Birkigt returned to Spain and began designing aircraft engines. The engine he created, a water-cooled single overhead camshaft V-8, is considered a benchmark of early aviation. It was exponentially more reliable than other competing Allied engine designs, including those being built in the Hispano-Suiza plant, then running under lease. It powered the aircrafts of Captain Eddie Rickenbacker's "Hat in the Ring" Squadron, among others. Birkigt took the plant back and converted it to build the V-8, which close to a dozen licensees also produced. Nearly 50,000 were made by war's end.

Hispano-Suiza was suddenly a legend, and building cars in both Spain and France. Two places in Spain, to be exact, when Alfonso XIII decreed, in the middle of the war, that a plant should be opened in the chronically destitute province of Guadalajara. It was independent through 1923 and later, briefly, became a Fiat holding. The Spanish cars were bright

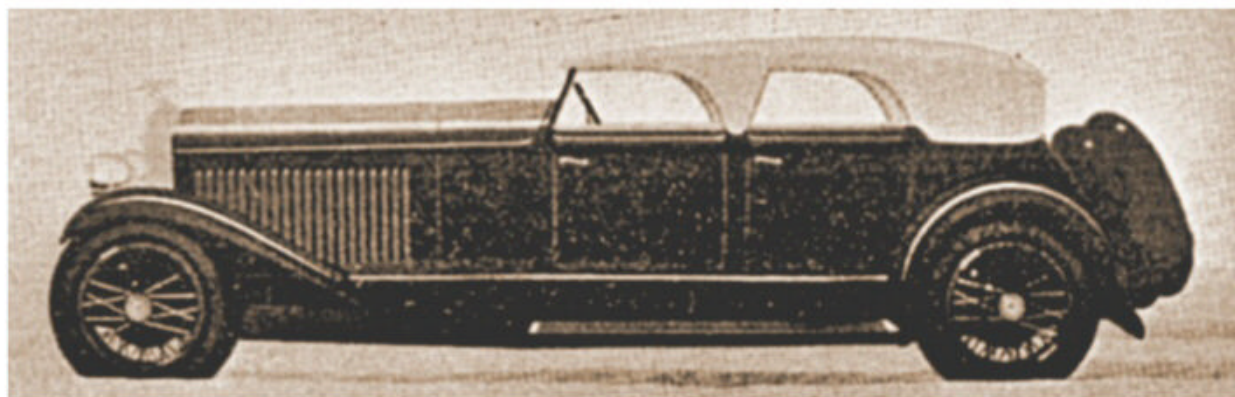
mid-size creations with OHC power. In France, where Birkigt had relocated, Hispano-Suiza was going elsewhere. He created the H6, with a spectacular OHC aluminum straight-six, mechanically inspired by the aero V-8. Its chassis was a delight. This car became the canvas for the grand, coachbuilt Hispano-Suizas beloved of nobles and celebrities.

It couldn't last. Birkigt was among the Hispano-Suiza holders slapped with a seemingly ungrateful lawsuit by French authorities who said their aero engine's walloping success constituted war profiteering. Lawyers settled that argument, but then Alfonso XIII fled into exile with the rise of the Second Spanish Republic in 1931, foreshadowing Spain's civil war and the coming of Francisco Franco's dictatorship. Stripped of its royal sponsor, the Spanish component of Hispano-Suiza eventually became a state holding, building mainly trucks and aircraft engines.

In France, the same thing nearly happened once Mateu died in 1935. Production of the staggering Hispano-Suiza cars ended in 1938, just in time for the Nazi incursion. Birkigt retreated to Barcelona, where he worked on diesel engines. His son, Maurice, organized licensed Hispano-Suiza aero engine production during the war. A fair number of those engines ended up powering post-war American race cars. By then, Birkigt had returned to Switzerland, where he died in 1953, at age 75. 🏎️

# HISPANO-SUIZA

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—Dana S., Texas

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The Zinger Chair is a personal electric vehicle and is not a medical device nor a wheelchair. Zinger is not intended for medical purposes to provide mobility to persons restricted to a sitting position. It is not covered by Medicare nor Medicaid. © 2020 firstSTREET for Boomers and Beyond, Inc.

83987



# Handsome 1942-'47 Hudsons



1942

## I HAVE LONG OWNED A SERIES OF

books, profiling American cars of each decade from the 1920s to the 1970s. However, I couldn't get my hands on the volume in the series featuring cars from the 1940s, which was frustrating. Around 20 years ago, I was working in a downtown Washington, D.C., building that housed one of the last remaining big-box bookstores on the first floor, and one day they put a "going out of business" sign in the window. Being a book lover, I would peruse the store just about every day, waiting for the deals to get better as the closing date approached. Then an amazing thing happened.

The company emptied out an offsite warehouse and brought in a truckload of out-of-print reference books, priced at pennies on the dollar. I wanted to see if I could find a complete old encyclopedia set, and as I gathered different volumes, my eyes spotted a book with a pretty red 1940s convertible on the cover. I was confused and excited at the same time. This was the volume I needed! But why was it with reference books? Why didn't I search the reference section all those years rather than hobbies and transportation? Was I an idiot? Am I still an idiot? Who cares?

The car on the cover was a 1941 Plymouth convertible, and best of all, there were chapters on every American make, with hundreds of color pictures. As I flipped through the pages, I stopped at Hudson. I had never seen an immediate prewar or postwar Hudson in the flesh, so imagine my reaction to seeing some of the most beautiful cars of the era.

I rushed back to work with my find. A co-worker, also a car nut, came into my office, and upon seeing the book and flipping through its pages, said, "I never knew Hudson made such beautiful cars

in the 1940s." I told him I was thinking the same thing.

The Hudson step-downs of 1948-'54 were so innovative, revolutionary, stylish, fast, roadable, and desirable that many forget the automaker made great cars even before these models.

I enjoyed the section on Hudsons in the volume on the 1930s, but Hudson styling of the day could arguably be bizarre at times. Take the 1936-'37 models with their busy, tall, waterfall grilles. I love them, but my taste is questionable. The 1938 Hudson had a heavy grille of thick horizontal bars, and the 1939-'41 Hudsons had an elegant grille similar to Plymouth's, which sat below a tall, sharply pointed hood. All of these grilles adorned bodies with large, round fenders, but I would love to have any of them in my driveway.

For 1942, Hudson cleaned up the grille—which was now a horizontal affair that extended midway below each headlamp—but the body received the most emphasis. Running boards were now hidden as per industry trends, the rear wheel arches were reshaped to be more oval and hide the top fifth of the wheels, and a chrome band extended from just behind the front fender to the rear, accentuating the more formal wheel arches. The cars looked sleek and very classy, even the low-priced models.

Traveler and Deluxe models rode a 116-inch wheelbase, while Super sixes used a 121-inch wheelbase. Commodore sixes and eights rode the 121- and 128-inch wheelbases. Only 5,396 1942 Hudsons were built, but during the war, did you know Hudson built the rear fuselage, wing sections and wing flaps for the Enola Gay?

After the war, the center section of the grille was newly recessed, and all 1946-'47 Hudsons rode the 121-inch wheelbase. Lighted triangles adorned both sides of the tall hood, but the chrome band that previously extended from the cowl all the way to the grille stopped at the hood ornament. Above the grille

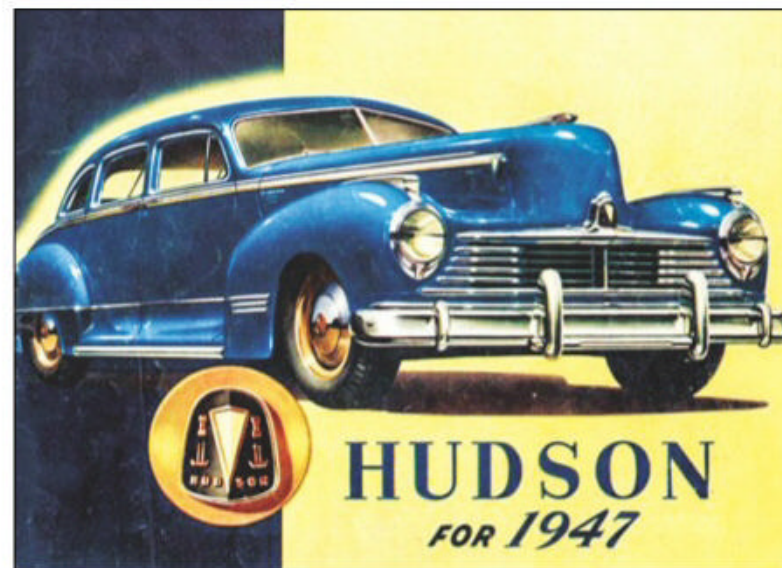
was now a small center section that housed the Hudson emblem. There were two model designations, Supers and Commodores. The standard 212-cu.in. inline-six generated 102 horsepower. A 254-cu.in. straight-eight, with 128 hp, powered Commodore models. A Hudson six-cylinder made 2 hp more than a Ford V-8, and this was before the 262-cu.in. step-down six was introduced, initially with 121 hp, in 1948.

A Hudson could be ordered with overdrive (\$101), Drive-Master (\$112), and Vacumotive Drive (\$47). The latter two were semiautomatics, and the more I read about how one was supposed to drive either transmission, the more confused I got. Both were actuated with a dash button... I think. Approximately 300,000 of these beautiful Hudsons were sold before debut of the step-down models.

I have yet to find a 1942 model available. I presume most were driven daily during the War until they were too tired to go on. I have seen quite a few 1945-'47 Hudsons priced to sell.

One oddity with these is that many owners put thin 1970s style whitewall tires on them. Whitewalls were a rarity after the war. Notice the advertising mostly featured blackwalls, which would be more in keeping with the immediate postwar era.

Want to be really authentic? Swap the bumpers with wood planks and tell everyone you're waiting for war rations to end, so they can send you your steel bumpers when they are available. 🐶





To some, sunglasses are a fashion accessory...

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**Drivers' Alert:** Driving can expose you to more dangerous glare than any sunny day at the beach can... do you know how to protect yourself?

The sun rises and sets at peak travel periods, during the early morning and afternoon rush hours and many drivers find themselves temporarily blinded while driving directly into the glare of the sun. Deadly accidents are regularly caused by such blinding glare with danger arising from reflected light off another vehicle, the pavement, or even from waxed and oily windshields that can make matters worse. Early morning dew can exacerbate this situation. Yet, motorists struggle on despite being blinded by the sun's glare that can cause countless accidents every year.

**Not all sunglasses are created equal.** Protecting your eyes is serious business. With all the fancy fashion frames out there it can be easy to overlook what really matters—the lenses. So we did our research and looked to the very best in optic innovation and technology.

**Sometimes it does take a rocket scientist. A NASA rocket scientist.** Some ordinary sunglasses can obscure your vision by exposing your eyes to harmful UV rays, blue light, and reflective glare. They can also darken useful vision-enhancing light. But now, independent research conducted by scientists from NASA's Jet Propulsion Laboratory has brought forth ground-breaking technology to help protect human eyesight from the harmful effects of solar radiation



Slip on a pair of Eagle Eyes® and everything instantly appears more vivid and sharp. You'll immediately notice that your eyes are more comfortable and relaxed and you'll feel no need to squint. The scientifically designed sunglasses are not just fashion accessories—they are necessary to protect your eyes from those harmful rays produced by the sun during peak driving times.

light. This superior lens technology was first discovered when NASA scientists looked to nature for a means to superior eye protection—specifically, by studying the eyes of eagles, known for their extreme visual acuity. This discovery resulted in what is now known as Eagle Eyes®.

**The Only Sunglass Technology Certified by the Space Foundation for UV and Blue-Light Eye Protection.** Eagle Eyes® features the most advanced eye protection technology ever created. The TriLenium® Lens Technology offers triple-filter polarization to block 99.9% UVA and UVB—plus the added benefit of blue-light eye protection. Eagle Eyes® is the only optic technology that has earned official recognition from the Space Certification Program for this remarkable technology. Now, that's proven science-based protection.

**The finest optics: And buy one, get one FREE!** Eagle Eyes® has the highest customer satisfaction of any item in our 20 year history. We are so excited for you to try the Eagle Eyes® breakthrough technology that we will give you a **second pair of Eagle Eyes® Navigator™ Sunglasses FREE—a \$59.95 value!**

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**Your satisfaction is 100% guaranteed.** If you are not astounded with the Eagle Eyes® technology, enjoying clearer, sharper and more glare-free vision, simply return one pair within 30 days for a full refund of the purchase price. The other pair is yours to keep. No one else has such confidence in their optic technology. Don't leave your eyes in the hands of fashion designers, entrust them to the best scientific minds on earth. Wear your Eagle Eyes® Navigators



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# Wanderlust for Wide-Tracking

*The refined and “sure-footed” Bonneville was Pontiac’s most luxurious road car for 1961*

BY THOMAS A. DeMAURO • PHOTOGRAPHY BY MATTHEW LITWIN





In the late 1950s, contemporary styling; progressive engineering; a multitude of performance, appearance, and convenience options; and a strong motorsports program fortified Pontiac's competitive youthful image, with General Manager Semon "Bunkie" Knudsen steering the division toward prosperity. The celebrated Wide-Track and split grille debuted for 1959, and in 1961 Pontiac captured third place in industry sales. Knudsen was promoted to general manager at Chevrolet, with Chief Engineer E.M. "Pete" Estes taking the helm at Pontiac.

Bonneville was the division's flagship, featuring more luxurious trim than the Star Chiefs, Venturas, and Catalinas. Within that top line were the sports coupe, convertible, Vista four-door, and Custom Safari station wagon.

Leading-edge styling continued for 1961 with a thoroughly revised body. The fender tops and hood jutted forward over the quad headlamps and rolled-back grilles, and a prominent V-shaped split created an aggressive countenance reminiscent of flared nostrils. Swept-back A-pillars allowed easier occupant entry and exit, visibility was improved, four-door rooflines were new, and the two-door sports coupe employed the stylishly revised thin C-pillar bubbletop.

The sculptured sides featured a full-length raised spear that squared off the tops of the wheelwells, and was fitted with various trim and emblem schemes based on the model. Wider doors opened farther, yet the wheelbase of the Bonneville and Star Chief was, at 123 inches, 1 inch shorter than in 1960. At 119 inches, the wheelbase of Ventura and Catalina models was 3 inches shorter than the previous year.

Subtle fins were revealed in the rear styling, and the Bonneville and Star Chief received three round taillamps in a







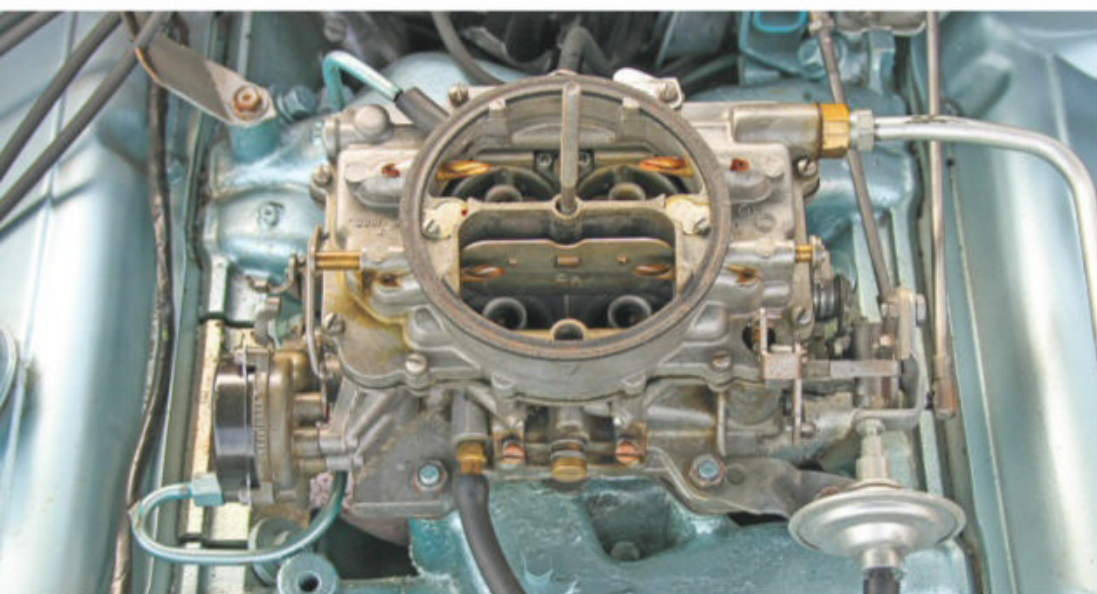
The pristine upholstery is believed to be original. There's also new carpet and non-stock seatbelts. Though "Power Brake" is on the pedal, there's no booster. The Super De Luxe radio was optional.







**The 303-hp, 389-cu.in. Trophy V-8 engine features a Carter AFB carburetor and has been rebuilt to mostly stock specs, except for a .030-inch overbore, camshaft and ignition upgrades, and a repaint in the silver-blue metallic hue used on later Pontiac engines.**



chrome housing on each side of the concave rear panel, instead of single flat-top-and-bottom oval ones like the Ventura and Catalina. The front bumper projected forward to add visual mass, and the rear was neatly unified with the body. Compared to the previous year, the 1961 Bonneville was 3.7 inches shorter and 1.8 inches narrower.

Inside, deep loop pile carpeting decorated the floors and lower door panels of the Bonneville. Wool and nylon cloths with Jeweltone Morrokide, or an all-Morrokide upholstery, were

offered in the sports coupe and Vistas, but the convertible's seating was leather with Jeweltone Morrokide accents. A padded instrument panel, hand assist rail, courtesy lamps, aluminum trim on the seats, and more also adorned Pontiac's upscale line.

A wide variety of "Trophy" 389-cu.in. engines were offered, and the Bonneville's variations included a standard 235 hp, 8.6:1 compression ratio, regular-fuel, four-barrel version with a three-speed manual transmission; a 10.25:1 compression, premium-fuel, 303-hp, four-barrel, but only with the extra-cost Super Hydra-Matic four-speed automatic; or a 10.75:1 compression, 318-hp, Tri-Power with a manual or automatic. Higher performance 333-hp four-barrel and 348-hp Tri-Power 425A engines that included dual exhaust (optional with others) amongst their upgrades could also be specified via special order, as could a four-speed manual. Tri-Power engines featured three Rochester two-barrel carburetors. For the frugal-minded, a 230-hp, 8.6:1 compression, two-barrel 389 could be ordered with the automatic.

The engine was bolted to a new perimeter frame that replaced the previous year's X-frame, providing better side impact protection and allowing for a lower floor height to enable more comfortable seating. Wide-Track, which placed the wheels further out in the wheelwells to enhance styling and increase stability, returned.

Unequal-length front control arms with low-rate coil springs, ball joints, anti-roll bar, and anti-dive geometry comprised the front suspension. A new four-link rear suspension with two angle-mounted upper and two lower control arms and low-rate coil springs was employed. Shocks, air-cooled 11-inch drum brakes, and 14 x 6 wheels with 8.00 x 14 bias-ply tires were also included.

Collector Bill Logozzo of Connecticut purchased this 1961 Bonneville convertible at auction in 2015. He was drawn to the





large and luxurious Pontiac not only for the obvious reasons like its styling, red hue, and convertible body, but also because he believed the paint and interior to be original, and the car had earned its AACA Senior award. It's equipped with the 303-hp 389, Super Hydra-Matic, and a bevy of additional options.

Upon winning the auction, Bill was anxious to hear his new Pontiac run, but the honeymoon was short lived. "I knew it had a problem when I started it and heard a grinding noise," he laments. "Then, once the engine was running, it tapped."

He called his friend Paul DeBartolo to fill him in on the car and, when it arrived in Connecticut, a thorough inspection was performed at his service center. "The engine had a tick, yet looked like it was just rebuilt," Paul recalls. "But when we removed the oil pan, the bottom held several inches of sludge. We also determined that the front suspension was worn and the braking system needed attention."

During the engine rebuild, Paul had the block bored .030-over, and the stock crankshaft and connecting rods were refurbished. New oversized pistons were installed, as was a Meling oil pump and pickup. The D-port cylinder heads received new valve guides, stainless steel 1.88/1.60 replacement valves, and valve springs. Stock pushrods and the 1.50:1 ratio rocker arms were retained. A more aggressive Crane hydraulic camshaft was installed, but the exact specs aren't available. The Carter AFB carburetor, cast-iron dual-plane intake manifold, and the distributor were retained, but the latter was upgraded with a Pertronix electronic ignition. A custom-bent dual exhaust system was installed with the stock manifolds.

The transmission was serviced and the rear end was inspected and received a new pinion seal and axle bearings. Paul

**An imposing front end design and Pontiac's signature split grille make the 1961 models popular even today. Wide-Track, solid handling, and a host of powerful engines also helped.**



also rebuilt the front end and braking system, and replaced lines and hoses. He examined the rear suspension, and installed a set of KYB gas shocks. Modern radial tires were mounted as well.

The paint only required buffing and polishing, then new carpeting was fitted, the speedometer was rebuilt along with a new cable, and the clock was repaired.

"Now the engine runs beautifully," Bill remarked. "With the glasspacks we installed, the exhaust is deep throated but it isn't





I've owned 60 collector cars over the years, and this one was the best. Though the midsize 1964 GTO is usually credited with being the first muscle car, to me this full-size Pontiac is the perfect muscle car, and it was ahead of its time. I'm impressed by its style, ride, and performance. For me, it set a standard at the time that would last for years to come. When collecting cars, it's the thrill of the hunt that excites me, so I tend to sell them after a while. I've sold this Bonneville and bought it back a few times already because I missed it right after I got rid of it. Currently it's with a new owner...at least for now.

too loud, so its sound remains in character with the Bonneville's status as a gentleman's car." He continues, "The Pontiac accelerates very well due to the rebuild and the added power from the camshaft swap, but other than that you wouldn't know it was modified. You barely feel the transmission shift."

On the ride and handling, Bill reports, "It's smooth yet solid, this convertible just absorbs the bumps. It has that Wide-Track stable feeling that my other cars don't. Power steering makes turning very easy, but the manual brakes are a bit out of place in a luxury car. It stops fine and the pedal effort isn't too much, but it's still noticeable."

He concludes, "My Bonneville is one of the most comfortable cars to drive that I've ever owned—from the seats, to the dash layout, and the controls that are right in front of you and easy to operate. It has a big-car feel like a Lincoln or Cadillac. I

enjoyed driving it so much I even took it out during the winter a few times when the pavement was dry."

Despite a slide in full-size Pontiac sales for 1961, possibly due in part to the influx of new models including the division's own Tempest, the 1961 Bonneville (and other models) is still revered among collectors today, and its current values reflect its popularity. Among a few competing convertibles of the era, the 1961 Dodge Polara in certain conditions is valued close to the Bonneville, but the Mercury Monterey draws less than the Pontiac.

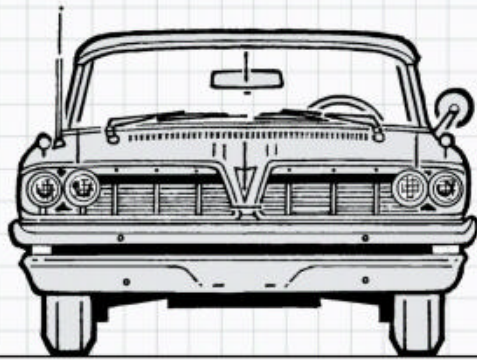
Outstanding new styling, the return of the split grille, a revised Wide-Track chassis, and the available power range of its various 389 engines struck a chord with owners in 1961 and they continue to do so 58 years later, making the Bonneville desirable to collect and rewarding to drive. 🚗



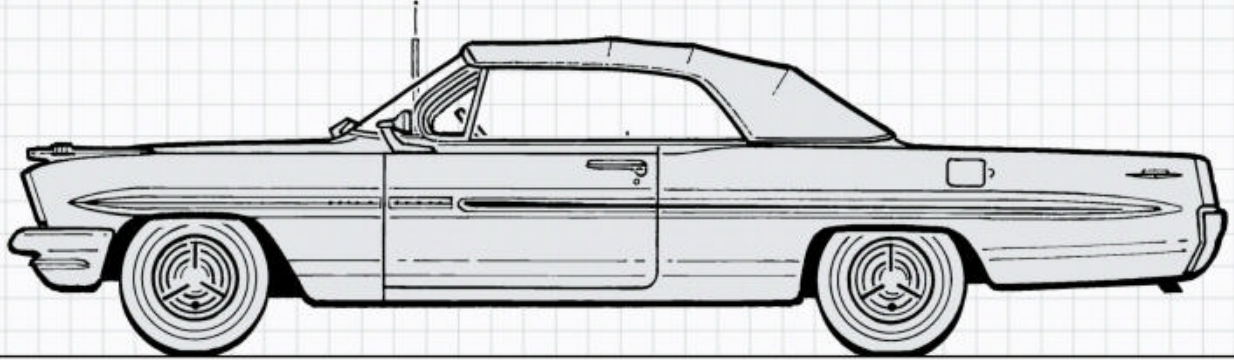


# 1961 PONTIAC BONNEVILLE CONVERTIBLE

ILLUSTRATIONS BY RUSSELL VON SAUERS,  
THE GRAPHIC AUTOMOBILE STUDIO © 2020 HEMMINGS CLASSIC CAR



62.5 inches



123 inches

## SPECIFICATIONS

### PRICE

BASE PRICE	\$3,476
PRICE (AS PROFILED)	N/A
OPTIONS (AS PROFILED)	303-hp 389; Super Hydra-Matic transmission; Super De Luxe radio; Separa-Phonic rear speaker; Custom foam front seat cushion; heavy-duty air cleaner; outside rearview mirror; back-up lamps; Wonder-Touch power steering; front and rear floor mats; Circ-L-Aire heater and defroster; whitewall tires; Safe-T-Track; Custom wheel discs

### ENGINE

TYPE	OHV V-8; cast-iron block and cylinder heads
DISPLACEMENT	389-cu.in. (currently 394.43)
BORE X STROKE	4.06 x 3.75 inches (currently 4.09 bore)
COMPRESSION RATIO	10.25:1
HORSEPOWER @ RPM	303 @ 4,600
TORQUE @ RPM	425 lb-ft @ 2,800
VALVETRAIN	Hydraulic-lifter camshaft, stamped-steel rocker arms
MAIN BEARINGS	Five
FUEL SYSTEM	Carter AFB carburetor, AC Delco mechanical pump
LUBRICATION SYSTEM	Gear-type pump, stock oil pan
ELECTRICAL SYSTEM	12-volt, generator, breaker-point ignition (currently Pertronix electronic)
EXHAUST SYSTEM	Custom dual setup with glasspack mufflers

### TRANSMISSION

TYPE	Super Hydra-Matic, four-speed automatic
RATIOS	1st 3.97:1 2nd 2.55:1 3rd 1.55:1 4th 1.00:1

### DIFFERENTIAL

TYPE	Semi-floating hypoid rear axle, Safe-T-Track
GEAR RATIO	2.87:1

### STEERING

TYPE	Recirculating ball, power assist
RATIO OVERALL	22:1
TURNING CIRCLE	46.6 feet

### BRAKES

TYPE	Internal expanding hydraulic, drum
FRONT/REAR	11 inches

### CHASSIS & BODY

CONSTRUCTION	Steel body on perimeter frame
BODY STYLE	Two-door convertible
LAYOUT	Front engine, rear drive

### SUSPENSION

FRONT	Unequal length control arms, coil springs, anti-roll bar, shocks
REAR	Four-link, coil springs, shocks

### WHEELS & TIRES

WHEELS	14 x 6 steel, wheel covers
TIRES	8.00 x 14 bias-ply whitewall (currently P215/75R14 Hankook Optimo H724 radials)

### WEIGHTS & MEASURES

WHEELBASE	123 inches
OVERALL LENGTH	217 inches
OVERALL WIDTH	78.2 inches
OVERALL HEIGHT	54.9 inches
FRONT TRACK	62.5 inches
REAR TRACK	62.5 inches
SHIPPING WEIGHT	3,905 pounds

### CAPACITIES

COOLING SYSTEM	19.5 quarts
CRANKCASE (WITH FILTER)	5 quarts
FUEL TANK	25 gallons
TRANSMISSION REFILL	Approximately 9 quarts
DIFFERENTIAL	5.75 pints

### CALCULATED DATA

BHP PER CU.IN.	779
WEIGHT PER BHP	12.888 pounds
WEIGHT PER CU.IN.	10.039 pounds

### PRODUCTION

TOTAL	18,264
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## PROS & CONS

- + Exceptional styling
- + Powerful and reliable engines
- + Highly collectible

- Large car to park
- Not very efficient
- No power brakes

## WHAT TO PAY

### LOW

\$18,000-\$25,000

### AVERAGE

\$35,000-\$55,000

### HIGH

\$75,000-\$100,000

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"Fireball" Roberts in the #22 Smokey Yunick-prepared Catalina leads Nelson Stacy's #29 Ford in a 1961 race.

# Pontiac Ascends in NASCAR

## *Racing on the Grand National Championship Circuit: 1957 to 1963*

BY THOMAS A. DeMAURO • PHOTOGRAPHY COURTESY OF GENERAL MOTORS

Pontiac's standing with the buying public rose in the late 1950s and early 1960s for several reasons, and its motorsports program was also a significant contributing factor in crafting its performance image.

When "Bunkie" Knudsen became the General Manager in the summer of 1956, Pontiac was in sixth place in sales and GM was looking for a rapid recovery. Along with making personnel changes, including the hiring of engineers Pete Estes and John DeLorean, and infusing more youthful exuberance into the product line, Knudsen also believed in the "Win on Sunday, Sell on Monday" axiom.

He had Engineering develop parts and packages for racing, which would grow into the division's Super Duty program. Knudsen also hired car builder and mechanic Ray Nichols to manage Pontiac's racing activities and prepare vehicles.

In this era, NHRA and AHRA drag racing, USAC, Bonneville National Speed Trials, Pure Oil Performance and Economy Trials, and more saw Pontiac involvement, but for this concise article we'll highlight just a few of the division's NASCAR Grand National Championship series exploits, accompanied by archival photographs from General Motors.

Pontiac's race effort fell short of victory at the Daytona Beach and Road Course in 1956, but in February 1957, Everett "Cotton" Owens drove a Nichols' Engineering-prepared car with a 347-cu. in. V-8 to the division's first-ever NASCAR Grand National win, and set a new average speed record. (Earlier in the week, Pontiacs also won their class for the measured mile and flying mile.)

Just when momentum was building, however, a June 1957 resolution passed by the Automobile Manufacturer's Association curtailed performance advertising and factory racing support. Pontiac only won two of 53 races that year. The second win was posted by Marvin Panch.

In 1958, with the larger bore 370-cu.in. engine and a revised body, the division prevailed in three of 51 Grand National races. The first was at high-profile Daytona Beach, with Paul Goldsmith driving a Smokey Yunick-prepared car. Cotton Owens and Joe Eubanks won the other two.

With 44 races on the schedule for 1959, Pontiac had a new body, Wide-Track, and a 389-cu.in. engine, yet won just one race. In a Yunick-prepped car, Glenn "Fireball" Roberts won

July's Firecracker 250 at the new 2.5-mile high-banked Daytona International Speedway.

By 1960, circumvention of the AMA resolution appeared to be increasing. Redesigned Pontiacs with the Super-Duty 389 were more competitive, taking seven wins of 44 races with Fireball and Jack Smith posting two each, including Smith's record-setter at Daytona's Firecracker 250 in July. Owens, Buck Baker, and Bobby Johns won one each.

Pontiacs blew the lid off the Grand National series in 1961, winning an astounding 30 of 52 races. The new body was slightly smaller and the SD-389 returned. Pontiac finished 1-2-3 in the Daytona 500 with Panch winning in a Yunick-built 1960 model. Joe Weatherly won eight races in a Pontiac after winning the season opener in a Ford. Junior Johnson drove a Pontiac to seven wins, including three in a row in August. Owens prevailed in four races, David Pearson three, and Roberts, Jim Paschal, and Smith two each. Bob Burdick also won a race.

It's important to note that, though some drivers built and wrenched on their own cars in this era, there were other mechanics, builders, and/or owners who chose to partner with drivers. Smokey Yunick /Fireball Roberts, Bud Moore/Joe Weatherly, Ray Nichols/Paul Goldsmith, and Ray Fox/David Pearson are just a few examples of successful collaborations.

To open the 1962 season, Pontiacs had styling updates and a new SD-421 engine and won seven of the first eight races. Weatherly contributed nine to the season total to take the championship. Smith had five wins, and Roberts three, including the Daytona 500 where he also set four records. Johnson, Johnny Allen, Johns, Jimmy Pardue, and Paschal won one race each. By season's end, Pontiac posted an impressive 22 wins in 53 races and won the manufacturer's championship.

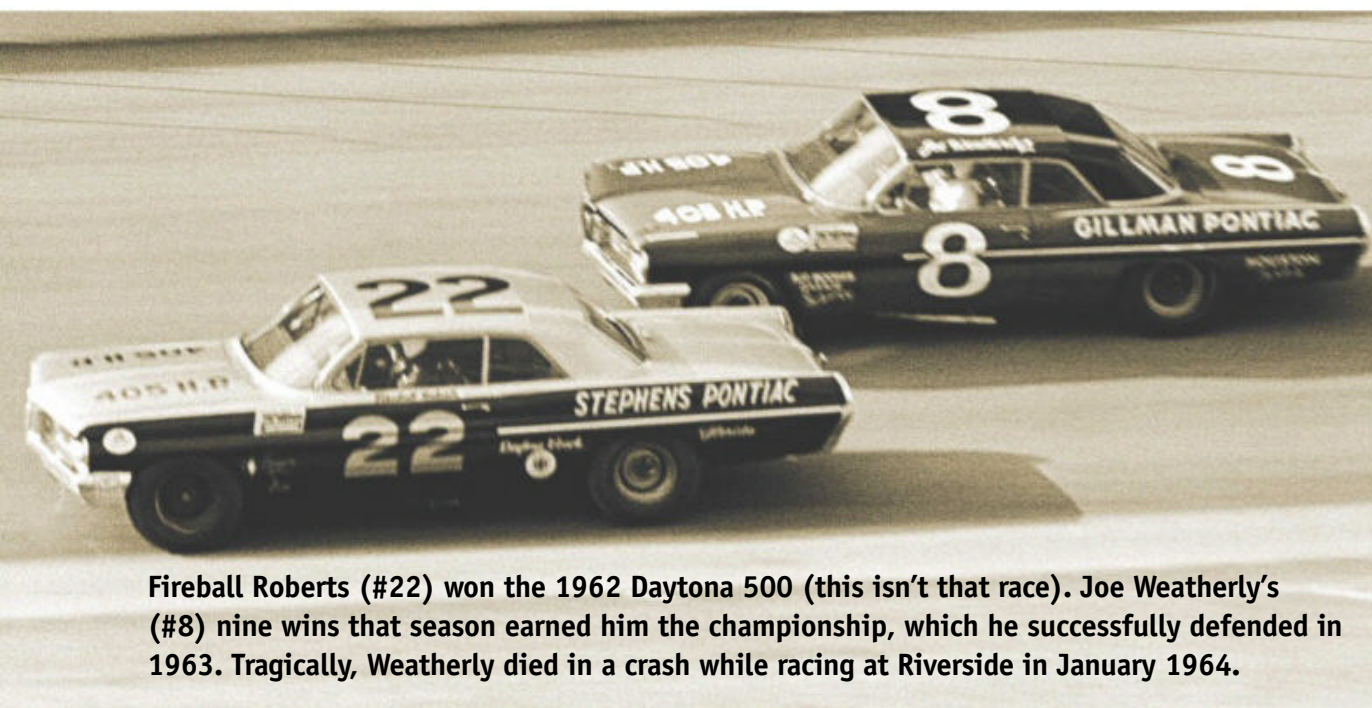
Optimism and factory support were initially high for 1963. Then in January, GM pulled the plug on all motorsports programs. Overnight, Pontiac was officially out of racing. Weatherly soldiered on to win three races for the division in 1963, and Baker one. Many drivers went to other automakers.

Pontiac's reign as a dominant force in Grand National racing in the 1960s was over, but the division still prospered in its core business of selling enviable cars for decades after, and it even returned to NASCAR. 🏆





Banjo Matthews in the #8 Stephens Pontiac earned the pole, but Cotton Owens' #6 car, shown here in the pack, won the 1957 NASCAR Grand National race at the Daytona Beach and Road Course in February. Both cars were prepped by Nichols Engineering.



Fireball Roberts (#22) won the 1962 Daytona 500 (this isn't that race). Joe Weatherly's (#8) nine wins that season earned him the championship, which he successfully defended in 1963. Tragically, Weatherly died in a crash while racing at Riverside in January 1964.



Jack Smith poses next to his #47 1962 Catalina. His five-win season was the best of his NASCAR Grand National career.

Paul Goldsmith poses with the race-ready Nichols Engineering-prepared 1963 Catalina. In the five races in which he drove a Pontiac that year, second place in a Daytona qualifier was Goldsmith's best finish.



On the Daytona infield, Fireball Roberts shows off a new race car for 1963. Once Pontiac was forced to pull out of racing, he ultimately switched to another make. Roberts died in July 1964, several weeks after sustaining injuries in a crash at Charlotte Motor Speedway.







# *Upscale Muscle*

*Mercury's stylish 1974 Cougar XR-7 combined luxury and performance in a highly desirable package that buyers craved*

BY DAVID CONWILL • PHOTOGRAPHY BY TERRY SHEA









**T**he first Mercury cars were introduced to the public in October 1938, where they offered an interim step between the Ford De Luxe models and the Lincoln-Zephyr. The Depression was beginning to wind down and Americans were at long last starting to do more than simply survive. The middle-priced Mercury was the right car for that time. When the upsized 1974 Mercury Cougar debuted 35 years later, the upheaval in the world made it the right car for its time.

Imagine it's the late fall of 1973. You walk into the Mercury dealer, perhaps drawn in by "The Sign of the Cat." The feline slogan advertising Mercury was inspired by the Cougar's popularity and, in turn, resulted in naming Mercury's then-upcoming Pinto twin the Bobcat; it had already played into the 1971 De Tomaso Pantera, a Ford-powered, Italian-built supercar sold through Lincoln-Mercury dealers.

America is all about luxury just now. The insurance industry and mounting concern for the environment have killed performance as a selling point, so the industry has looked backward to before the horsepower wars and futuristic optimism of the 1950s and early '60s. Cars of the '70s are cushy, redolent of the era's trappings of wealth like overstuffed upholstery and swaths of faux-wood trim. They do share one feature with their predecessors, however, which is a soft ride, designed to give an isolated sensation—as though one is floating on a magic carpet rather than piloting a few thousand pounds of glass, steel, and rubber. It may be just the thing to insulate a car's occupants from the troubled world around them.



**Plush carpets, overstuffed button tufts, and faux wood were hallmarks of 1970s luxury. Instrumentation resembled that of stablemate Montego, on which it was based. Note the namesake feline on the steering wheel.**

What the consumer of luxury cars needs for 1974 is something of a practical size. The '70s, as a decade, will be marked by downsizing and the Cougar, while not itself downsized, offers a downsized alternative to big luxury barges.

If the first and second generations of the Mercury Cougar proved anything, it's that size isn't everything. The Mustang-based 1967-'70 Cougar was unlike the other pony cars in that it was a smaller personal-luxury car aimed at people who maybe wanted something a touch smaller than the gargantuan Thunderbirds that Ford was peddling by the end of the 1960s.

When the Mustang went small for 1974, the resultant Mustang II platform wasn't as well suited to the grand touring aspirations of the Cougar, so it was shifted to the midsize Ford Torino/Mercury Montego chassis. While the Cougar grew in comparison to its first two generations, the third generation sold quite well—in fact, better than the 1971-'73 version it replaced.



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62894765

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**The 162-hp 351-2V Cleveland V-8 was the engine with lowest output of four choices for 1974, but does a competent job of propelling the car.**

The increase in sales was probably as a result of the public's newfound concern with fuel economy.

Why? Because the Cougar's competitors were larger. Yes, the Chevrolet Monte Carlo, Pontiac Grand Am, Oldsmobile Cutlass Supreme, and Buick Regal were all slightly smaller and the Cutlass and Monte Carlo production numbers absolutely blew the Cougar's out of the water, but that's not where Mercury positioned its newly midsize personal-luxury car. Instead, Mercury took aim at the original personal-luxury segment—the Pontiac Grand Prix, the Oldsmobile Toronado, the Buick Riviera, and even its intra-division stablemate, the Ford Thunderbird.

In fact, Mercury's advertising itself said that the new Cougar was "like Grand Prix and Monte Carlo" only in size—instead the implication to the consumer was that the Cougar was something better. It was something with the quality of a bigger car, but the convenience and efficiency of a smaller vehicle.

Glenn Simmons was 30 years old when the 1974 Cougar XR-7 (all were XR-7s, as the base Cougar was no more) arrived in showrooms. At the time, he owned a 1967 Pontiac Firebird,

which he'd purchased new, and drove mainly company cars. What he lusted for was something in the personal-luxury vein.

"Those were the cool cars in the '70s," Glenn recalls, "They had the long-hood, short-deck proportions and bucket-type seats with the fold-down armrest. Back then I had ambitions of owning any personal-luxury car." He cites the Thunderbird as one of the cars he coveted most, but says that, in that era, "the Big M," meaning Mercury, was a clear step up from Ford.

Glenn didn't buy this Cougar new, however. Instead, it found him many years later, in September 2017. "I love orphan cars," he says. He's owned a string of them, too, including Studebakers, Edsels, and the like. His collection never consists of more than two cars (he also has a 1941 Chrysler Windsor) and he tends to change them out every two or three years. This Cougar caught his eye at an auction he had attended with a friend, just for fun. "It found me because I was there," he says. He spotted it and said to his friend, "that's a really cool car. I'd like to have it." Then, as often happens to the flexible and open-minded in an auction setting, he did have it.





“...It does an excellent job  
of doing what it was designed to do—  
look sporty.”



What he got was quite the car, finished in Maize Yellow with a black-and-white interior, featuring a two-barrel, 162-hp 351-cu.in. V-8, automatic transmission, power steering and brakes, air conditioning, and only 38,000 miles on the odometer. But that low mileage was a double-edged sword, of course. Instead of a few miles accumulated each year, the Cougar had been in storage for some time before it appeared at the auction. When Glenn got it home, he decided it would need service: The steering was rebuilt, along with the brakes (a disc/drum system), and the air conditioning; a new set of radial tires was also fitted.

Glenn relies on local shops and friends to do his mechanical work, leaning more on the detailing side for his own participation in the hobby. All concerned did the work properly, however, and the car has become a good-weather daily driver, racking up about 2,000 miles a year in jaunts a couple times each week.

The best part of driving a '70s car is perhaps that the road conditions of today don't vary much from those of the 1970s;

the national 55-mph speed limit notwithstanding. "It's a wonderful car to drive," Glenn says, "You float down the highways with modern conveniences, but in the beauty of a collector car. Everything about this car is very smooth. Driving it is like being in 1974 all over again." The Cougar, he says, is "like a finely tuned luxury yacht. It does an excellent job of doing what it was designed to do—look sporty."

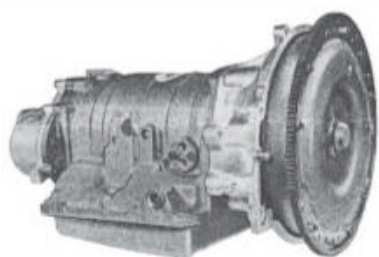
Jokes about post-muscle Detroit engines aside, the power can honestly be described as "adequate." "However fast you are going," Glenn says, "it wants you to know it can go faster."

Adequate power, modern comfort and convenience, and distinctive styling meet affordable buy-in with the 1974 Mercury Cougar. It was a good deal when new, and it might be a better deal today. "This car is overlooked by most buyers, yet it is inexpensive to buy and own," Glenn advises. "Most parts are available at any auto parts store. It always draws a lot of attention at cruise-ins as you just don't see them every day."

Contemplating one for yourself? "Buy it," Glenn says, "Nothing else will ever give you more enjoyment per dollar." 🐾

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# Sporty Luxury

## *The evolution of the 1971-'79 Mercury Cougars*

BY RICHARD LENTINELLO



1971

**B**elieve it or not, Mercury really did continue to build Cougars after the 1970 model year, but finding information on post-'70 models would have you believe otherwise. These later versions are often treated like that crazy set of cousins we all have; they're related to you, but you just don't want to acknowledge it.

While the sportier first-generation Cougar models of 1967-'70 grab most of the attention wherever these cars are shown, oddly enough, the larger models produced from 1971 to 1979 were the bigger sellers. Americans have preferred larger cars bordering on the luxurious, and when a dose of sportiness is added to the mix, they become highly desirable. Mercury capitalized on that winning formula and took it to the extreme. In the end, the 1971-'79 models became the best-selling Cougars of all time, with the 1978 model year leading the way with 213,270 cars produced.

During this nine-year period, 995,862 Cougars were built, versus the 437,025 Cougars assembled during the first-generation's run, from 1967-'70. There were two- and four-door versions, convertibles, and even a station wagon model. Be it the standard version or the sportier XR-7 model, there's no denying that Mercury's Cougar was a huge sales success, and one of the most significant American car models of the '70s.

### 1971

"Take the best luxury car ideas. Add the best sports car ideas. And you'll have a better luxury sports car. That's Cougar XR-7 for 1971."

The newly restyled second-generation Cougar was somewhat of a shock compared to the sleek models that came before. But if you preferred luxury over sportiness, then this was the Cougar for you. With a sculptured front end incorporating four exposed headlamps, a pronounced front grille, and a hardtop roof covered in vinyl, the restyled Cougar had an upscale air of distinction. Its pony car lineage was still in play, thanks to an optional 285 hp, 351-cu.in. V-8 or the mighty 370 hp, 429 CJ with Ram Air induction. Even the standard 351-cu.in. V-8, with 240 hp, was no slouch.

With such an extreme styling departure from the previous, first-generation model, sales took a bit of a dive with nearly 10,000 fewer cars produced. Still, 62,864 buyers liked the Cougar's new direction.

### 1972

"The car comes on beautifully for '72—in either shape you choose. Sleek, sophisticated, in the European Grand Touring manner, this one gives you—pound for pound and dollar for dollar—more to be proud of than anything else in its class."

With the muscle car era winding down, the big-block 429-cu.in. V-8 was no longer available, and under the new net horsepower



1972



1973



value, the standard two-barrel 351 V-8 was now rated at 163 hp, with the four-barrel version at 266 hp.

Apart from minor details, aesthetically the 1972 models were unchanged and were still offered in convertible form. The typical Cougar buyer hadn't yet warmed to its new styling, thus production dropped to an all-time low of 53,702 examples; of those, only 3,169 were convertibles.

## 1973

"Better than just a sports car, better than just a luxury car. It's a car not like anybody else's car!"

The Cougar gained larger bumpers and added trim surrounding the radiator grille, empowering it with a more glamorous appearance that upped the car's luxury appeal. Buyers liked its higher-class look, and 60,629 flocked to showrooms to buy one. Of those, 38,276 were the better-trimmed XR-7 model, and with the convertible body style now in its last year, 4,450 were ordered.

Fitting this Mercury's growing luxury-car image, automatic transmissions and power front disc brakes were now standard, although a manual four-speed could still be ordered. The base engine was a 168-hp, 351-cu.in. V-8, but power-hungry buyers could order the optional 351 Cobra Jet V-8 that put out 264 hp. This was the last year of the Mustang-based Cougar.

## 1974

"You're looking at the all new Cougar for '74. It's more than a new car. It's moved up one whole class. In fact, Cougar is the only new choice among the mid-size personal luxury cars."

The 1974 model year marked the introduction of the restyled third-generation cars. To further enhance its upscale image, the Cougar was now based on the bigger Montego/Torino platform, with a longer 114-inch wheelbase. Now far removed from its pony car origins, the Cougar was officially a personal luxury car, which Ford touted as being in the same class as Chevrolet's handsome Monte Carlo and Pontiac's sporty Grand Prix. Front-end styling was similar to the previous generation, save for a Lincoln-inspired grille design that added a bit of class. The addition of opera windows in the C-pillar gave it a level of chic appeal that was welcomed by 91,670 buyers. Clearly, the 1974 Cougar was a hit!

Unlike previous years, there were now four engines to choose from: a base two-barrel 351-cu.in. V-8 with 168 hp, a 264-hp Cobra Jet 351, a two-barrel 400-cu.in. V-8 with 170 hp, or a muscular four-barrel 460-cu.in. V-8 that put out 220 hp along with a whole lot of torque.

## 1975

"For 1975, Cougar invites you to enter the world of sleek elegance and bold glamour. Among mid-size personal luxury cars, this one is



just as unique in its class as the Continental Mark IV."

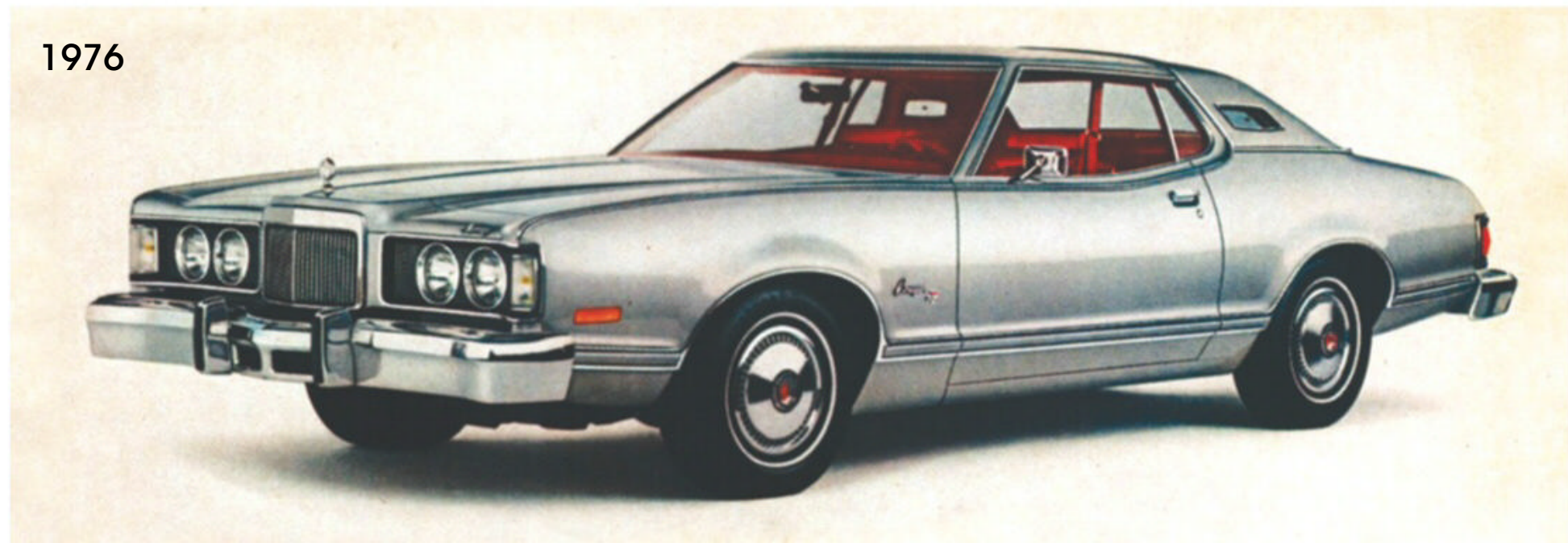
The Cougar was beginning to lose its once-distinctive identity, as it wasn't much different looking than the Montego. Buyers noticed the change, too, resulting in a big drop in sales with only 62,987 cars produced, this in spite of added luxury features that ballooned the Cougar's weight to 4,108 pounds. The 1967 Cougar was sleek, sporty, and lithe, weighing in at just 3,005 pounds, so the '75 model was quite removed from what the original Cougar concept was all about.

The base engine was a lackluster two-barrel 351-cu.in. V-8, putting out a measly 158 hp, which did little to combat the car's heaviness. Thankfully, Mercury offered two options: a two-barrel 400 that made 158 hp, and a four-barrel 460 with 216 hp. A Traction-Lok differential was still available for performance-minded buyers, but this would be the last year it was offered. For those shoppers seeking a more luxurious ride over performance, this Cougar was for them.

## 1976

"Elegant, sophisticated Cougar XR-7 is a unique breed of cat—the luxurious personal-size car that puts you way out in front of the rest!"

From an aesthetic viewpoint, the 1976 Cougar was nearly identical in both style and trim to the previous year's model, yet sales increased by more than 20,000 units to 83,765 cars. Like the styling,







1977

the engine and drivetrain options carried over as well.

Could it be that buyers bought into the Cougar's mystique after seeing Wood Brothers Racing win that year's Daytona 500 with a Cougar? David Pearson beat Richard Petty to the finish in what many claim to be one of the greatest races in NASCAR history. You know what's said about a racing win on Sunday, or maybe buyers simply liked the lavish new interior with its Twin Comfort Lounge reclining seats that were also available in soft velour upholstery. Whatever the reason, this was the last of the third-gen models.

## 1977

"Is the XR-7 a sporty road machine? Or a glamorous luxury car? Actually, it's a little of both. And unique in a number of exciting ways. There's never been a Cougar so deeply elegant

or styled with more sophisticated flair."

With its sharper body lines and more contemporary design, the restyled fourth-generation Cougar was a smash hit. From its prominent grille to the modern treatment of the sail panels with their angular windows, the Cougar's leading-edge style was liked by buyers both young and old. By model year end, 194,823 examples were bought, with 124,799 being the better-appointed and sportier XR-7. And as shocking as it may seem, the Cougar was now available in three different body styles: a two-door coupe, a four-door sedan, and even a four-door station wagon called the Cougar Villager.

The big-block 460 V-8 was no longer available, but buyers could opt for either a 161-hp, 351-cu.in. V-8 or a 173-hp, 400-cu.in. V-8 in lieu of the base 134-hp, 302-cu.in. V-8.

## 1978

"Cougar XR-7 is indeed glamour and excitement. Yet when you get beyond its beautiful and exciting attributes and enjoy Cougar XR-7 ownership, you discover a well-engineered automobile."

Cougar's highest-ever production total came during the 1978 model year, when 213,270 cars were built; of these, 166,508 were XR-7 models. Apparently, buyers loved the Cougar's contemporary design, which made it one of those must-have cars of the decade. This was especially so for the XR-7 Midnight/Chamois Décor Option that paired a deep navy-blue exterior with a tan half-padded vinyl roof and color-



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matched wheels, side trim, and Continental-style trunk lid detail. This was the year's hot ticket car to have.

Like the year before, the standard 49-state engine was the 134-hp, 302-cu.in. V-8; the base engine for the California market was the 161-hp 351. This was the last year buyers could order the larger 400-cu.in. V-8. Although the Cougar Villager wagon was discontinued, the two-door coupe and four-door sedan body styles remained.

## 1979

"The Mercury Cougar with Brougham Option is available as a four-door pillared hardtop or two-door hardtop... it is a family car with flair. And it's all Cougar."

This was the last year of the fourth-generation models, so with an all-new downsized Cougar on its way for 1980, sales slumped to 172,152 units, of which 163,716 were XR-7s. Overall, very few changes were made to set the '79 models visually apart from the '78s, with the one distinctive feature being color matched inserts in the grille along with minor black and bright accents. Three new colors were offered, with a bright Dark Red being quite popular.

Again, a two-door hardtop and a four-door sedan, which Mercury called a "pillared hardtop," were the two body styles buyers could choose from. Engines and drivetrains remained the same as the previous two years. 🐾



1978



1979

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## I MORE THAN APPRECIATED THE

great story by David Conwill on Briggs Cunningham's life in *HCC* #187 and especially the history of the C-3 coupe. This is a story that I have been looking for more than 60 years since I sold my Cunningham in 1960. Mine, a one-owner example, was purchased in 1957 while I was stationed at Pease AFB in New Hampshire. It had the Chrysler 300 B engine, encased blower, and Lincoln gear system. It was a 1954 model and I drove it through the flying mile at Daytona Beach in 1958, and to Castle AFB in California the same year. While based at Beale AFB I was forced to sell it because my wife could not handle the excess power—one of the biggest mistakes of my life. I went on to fly for 40 years in Strategic Air Command, the Coast Guard, Pan American Airways, and Delta Airlines, but always missed the time with my Cunningham C-3. I spent time on Long Island with Bill Frick, his chief mechanic, and he kept my car tuned.

Richard Featherstone  
Hendersonville, North Carolina

## THE ARTICLE ON THE 1934 BUICK

Model 98 in *HCC* #183 was enjoyable to read, but there was no mention of Buick's "power clutch" that this car was indeed equipped with. The view of the engine clearly shows the huge vacuum line from the rear of the manifold, where the device received its "power." Also, the view of the interior shows the control button on the floorboard, alongside the clutch pedal. In my opinion, this was one of the sorriest devices ever installed on an automobile. I am just old enough to have known drivers with cars from the early 1930s, so equipped.

All the gentlemen I have talked to said that the power clutch never worked right, and the best thing to do was shut it off and leave it off. Anytime you took your foot off the throttle, the clutch would release, and the car would free-wheel at the expense of extra wear on the throw-out bearing. Many manufacturers tried this device, including Cadillac, Packard, Chrysler, and Hudson, to name just a few. Can you imagine trying to park in tight quarters with the power clutch turned on? So many drivers of that era claimed that both freewheeling and power clutches caused many accidents. Whether true or not, all automatic clutches and freewheeling devices were outlawed in America in 1936, but the

power clutch existed long enough to make for a whole lot of bad drivers.

I remember riding with many of these old timers who, as a habit, would push the clutch pedal to the floorboard anytime they took their foot off the throttle. Why? Because the car they learned to drive on did it for them every time, so it must be proper procedure, right? These were men who were just learning to drive—and had a whole lot more experience with a team of horses—when they got behind the wheel of a car with a power clutch.

Sid Shoemaker  
Sumner, Washington

## THE INTERNATIONAL UNDERDOGS

profile in *HCC* #185, about the Ford EXP, brought back an interesting memory of its twin, the Mercury LN7. In the spring of 1982, I was hired as a salesman at Clark and White Lincoln-Mercury in Newton, Massachusetts. It was a large and storied dealership, and business was steady. One car that never sold however, was the LN7. I don't think I ever even demonstrated one.

Several months after I was hired, a strange LN7 arrived. It was purple with gold trim, and gold wheels. It was identified as The Scoundrel. Attractive it was not. The dealership owner told me that Scoundrel was a perfume that paired with Mercury, "to promote a car that doesn't sell with a perfume that doesn't sell." I was then asked to deliver the car early the next morning to the flagship Filenes department store in downtown Boston. I remember driving into the city thinking the car was pitifully underpowered and the four-speed manual very clunky. When I got to the store, the front doors had been removed and I was instructed to back the car in all the way to the perfume section, between all the merchandise displays. To say I was nervous was an understatement: I was a 22-year-old kid with little experience driving a standard shift, and this was a bad four-speed at that. I slowly got the car where it needed to be without hitting any of the displays, which were always just inches from the car. When it was done, I felt kind of cool—how many people get to drive through a department store?

About a month later, the car showed up at the dealership again. A few days after that, there was a press event in the showroom. The young lady whose name had been drawn as the winner was pre-

sented the keys. I remember she had to bring someone with her to drive the car, as she didn't drive a standard shift.

I really enjoy your magazine, as it often brings back great memories of growing up!

Jon Goldberg  
Wallingford, Connecticut

## THE "500 ADVANCEMENTS" ARTICLE

followed by the "Spirited Fastback" driveReport in *HCC* #186 brought back a flood of memories. As I approached legal driving age, Dad owned a 1963 Galaxie 500 four-door sedan, and that's what I used to practice for my driver's license test. That Galaxie was equipped with a 352-cu.in. V-8, Cruise-O-Matic transmission, power steering, and manual brakes; that engine was a gas guzzling "dog," but the rest of the car was okay.

Two weeks before I was slated to take my driver's test, the Cruise-O-Matic took a large rock to the bottom of its aluminum case, causing a huge crack and rapid failure. Dad took the opportunity to trade the '63 Galaxie for a new '67 Galaxie 500 four-door hardtop in Lime Gold with a black painted roof—it was a real looker. It had a beautiful black vinyl interior, a 390-cu.in. V-8 (a real brute for low-end torque!), Cruise-O-Matic, power steering, and very touchy power brakes. I had very limited time before my driver's test to practice driving in Dad's new car.

When my big day came for the test, I buckled my seat belt and requested my driving tester to buckle his (even though it wasn't a law in Illinois at the time). As we departed the DMV to hit the road, I pressed on those touchy power brakes before exiting the parking lot, and abruptly put my tester—clipboard and all—into the floorboard as he slid off those slick new vinyl seats. I feared my test was over before it began, but without saying a word, the tester picked himself up from under the dash, sat back in the seat, and quickly buckled his seatbelt. Luckily, the rest of the test went well, and I got my license that day, but I'll never forget the stunned look on the tester when he fell into the floorboard after I hit those tastefully power brakes. Ah, memories!

Norm Waggoner  
Pekin, Illinois

## THANKS SO MUCH FOR THE REVIEW

of the '60s Cadillacs in *HCC* #186. I'm sure all of us have our favorite decade of them



(yes, depending on when we grew up), but mine was definitely the '60s. I love the fact that you detailed not only the features and styling through the years, but also the evolution of their advertising with the running theme of *elegance*, something not many seem to care about anymore, at least until you hit the Bentley/Rolls-Royce strata.

I always find it interesting that it's impossible to talk about vintage Cadillacs without discussing the tailfin; I would challenge anyone to name another brand with as long-running and iconic a styling cue. The 1960 model brought them down by several inches, but kept the bulbous look of the lower quarter, and this was brought into perfect balance for 1961 by the addition of the lower body spear, terminating in a complimentary fin; to me, the best-looking Cadillac of them all, other than the stunning 1967 Eldorado.  
Dave Anderson  
Chesterbrook, Pennsylvania

**IN 1980 I WAS WORKING FOR A** Cadillac dealer, and when the new "bustleback" Seville came out, it could

not be ignored; I quickly realized what an inspired design it was. The two-tone exterior color combination with the dramatic downward arc on the quarter panel was eye candy. The bustleback Cadillac was a tour de force, and nearly 40 years later it still grabs me today, but the car is more impressive looking without a vinyl roof or wire wheel covers.

Thomas Radlo  
Westfield, Massachusetts

**I EXPERIENCED INSTANT AND VIVID** transport reading Jim Richardson's "Indian Summer" column in *HCC* #187, back to the time when my late father and I worked on vehicles together in the '60s and '70s. I grew up on a small farm in Georgia; my dad did all his own work on cars, his truck and the Ford 8N tractor. He had me help and taught me a great deal. When I bought a small motorcycle in high school, I handled all the maintenance and repair. Working that way with dad brought us closer together, and I miss him each day. And when something did not fit right, or had a missing part, he never got frustrated.



He always said: "son, we'll have to improvise," words I apply to life in general these days. Richardson's phrase "We washed parts in gasoline and our hands with Lava soap" brought all of that back. I can smell the gas and feel that soap on my hands.

David Tatum  
Cumming, Georgia

**KUDOS TO JEFF KOCH FOR A WON-**derful article in *HCC* #187 on the wood-bodied cars. I have always been fascinated by the amount of workmanship that went into crafting these vehicles and the amount of maintenance required to keep them beautiful. Sad to see that this has been supplanted by injection molded plastic and woodgrain appliques. But one thing was noticeably absent: Buick continued selling real wood-bodied station wagons through 1953. While it was the sunset of the woodie era, these were some of its most beautiful examples.


John Olsson  
Roswell, Georgia

*Continued on page 43*

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Although no

one would

claim the

Dixie Flyer was

breathtakingly

beautiful,

it did have

a stately,

elegant

bearing, and

it was very

well-built.



## The Dixie Flyer

I learn the darnedest things by accident. Going through some boxes at a swap meet recently, I came across an ad for a car called the Dixie Flyer. I vaguely recalled hearing about it some years earlier, but dismissed it as too obscure to be of interest. When I spotted the company name at the bottom of the ad, my mind changed completely: The story behind this car and company is very interesting.

Production of the Dixie Flyer automobile began in 1916. The company was a division of the horse-drawn wagon builder Kentucky Wagon Manufacturing Company of Louisville, Kentucky. It came about in an unusual way: Kentucky Wagon had a contract to build car bodies for the Hercules Motor Car Company of New Albany, Indiana. That company went bust, leaving the wagon company's bill unpaid. So, Kentucky Wagon bought all of Hercules' tools and machinery, shipped it to Louisville, and started the Dixie Motor Car Company to produce the Dixie Flyer.

The Flyer was a standard-size car, riding a 112-inch wheelbase and powered by a 17-hp four-cylinder Lycoming engine. The factory price was \$775, putting it in Dodge and Oakland territory. Sources claim the name originally was supposed to be the Kentucky Kar, but perhaps management worried it would be confused with Kline Kar. Advertising called the Flyer "The Logical Car."

Only one body style—a five-passenger Touring car, the most popular body style in those days—was offered the first year. America's economy was booming as a result of World War I, so sales of the Dixie Flyer got off to a good start. From 1917 to 1918, the company added two more body styles and got fancy with the model names. The Flyer touring car was renamed the Patrician, and it was joined by the Thoroughbred roadster, a sporty four-seater, and the top-of-the-line five-passenger Delite convertible sedan. The touring and roadster styles were \$845 each, while the Delite was tagged at a heady \$1,275.

All used the 112-inch chassis and 17-hp Lycoming engine. In 1919, a new HS-50 series debuted with touring, roadster, and sedan styles,

and prices ranged from \$1,095 to \$1,450—quite an increase.

By 1920, that 17-hp engine was just too small for a standard car, especially at the prices charged. A switch was made to Herschell-Spillman engines, specifically a four-cylinder unit developing a healthier 40 hp. The company also adopted a new slogan: "The Car That Takes You There and Brings You Back." Not very exciting, true,

but quite reassuring to many potential buyers who'd been stuck with an unreliable car. The 1920 lineup included four models: a two-passenger roadster and coupe, and a five-passenger touring and sedan. Prices now ranged from \$1,465 to \$1,965, firmly in the medium price category.

Although no one would claim the Dixie Flyer was breathtakingly beautiful, it did have a stately, elegant bearing, and it was very well-built. Kentucky Wagon was a large, prosperous company that had been constructing vehicles since 1879, and it

took pride in its workmanship. But its auto division got hit, like so many other small Independents, by a severe downturn in the economy after World War I. By 1921, things were getting worrisome, so in 1922 prices were cut and the company brought out the sportiest Dixie Flyer ever—the Firefly Speedster, priced at a bargain \$1,395. Nothing worked, and sales remained in the basement. Prices were cut again for 1923, with the five-passenger touring and two-passenger roadster each just \$995, but eventually management grew weary of supporting what must have been a money-losing operation. By the end of the 1923 model year, production was ended.

But here's the kicker: Kentucky Wagon itself remained in production, even buying International Harvester's wagon-making material inventory when that company exited the horse-drawn vehicle business. In 1936, Louisville businessman R.C. Tway purchased the firm and renamed it Kentucky Trailer, building truck-drawn trailers. A few years later, the U.S. government tapped Kentucky Trailer to build flatbed trailers during World War II.

Surprisingly, the company not only survives today, but is a thriving concern. And it owns a very fitting museum piece—the only known surviving 1922 Firefly roadster. 🚗





## I ENJOYED THE FEATURE ON THE

1961 Ford Country Squire in *HCC* #187. I grew up in the suburbs of towns in Nova Scotia and New Brunswick, Canada, in the 1960s. Most families had Biscaynes or Strato Chief sedans in our neighborhood, so a deluxe wagon like the Country Squire meant the family had money (and often a lot of kids).

Arnie Stephens

Canmore, Alberta, Canada

## GREAT TO SEE THE ARTICLE IN *HCC*

#187 on the Alfa Giulietta with such good detail. My first Alfa was a 1964 Giulia Sprint with the 1,600-cc engine—yes it was a jewel; also, the electrics were Bosch. I drove it many miles and across country with no electrical or mechanical problems other than replacing a clutch. The second gear synchro was bad when I bought the car but it was repaired when the clutch was renewed and never a problem thereafter. Two solutions: don't jam it into second gear from first gear—give the engine a second or two to slow, or drill

a precise number of holes in the gear to lighten it as some do for racing. I'm on my third '60s Alfa, this one being a '69 1750 Spider Veloce which I restored, and will drive it anywhere with confidence.

Wendel Price

Vero Beach, Florida

## I WAS DELIGHTED TO READ MILTON

Stern's article on the Renault R16 in *HCC* #187. My bride and I took delivery of our new R16 in Paris in March 1971. Our month-long honeymoon was our first tour of Europe and we couldn't have been more excited in our luxurious Renault. The R16 offered the smoothest ride I had ever experienced; potholes and railroad tracks were hardly felt. We took many adventuresome back roads with confidence.

The R16 was featured at the Washington State Fair the previous fall. We were so impressed with the hatchback and the versatility features. It would certainly fit the bill as a family car we thought, and we brought our first baby home in it within

Continued on page 45



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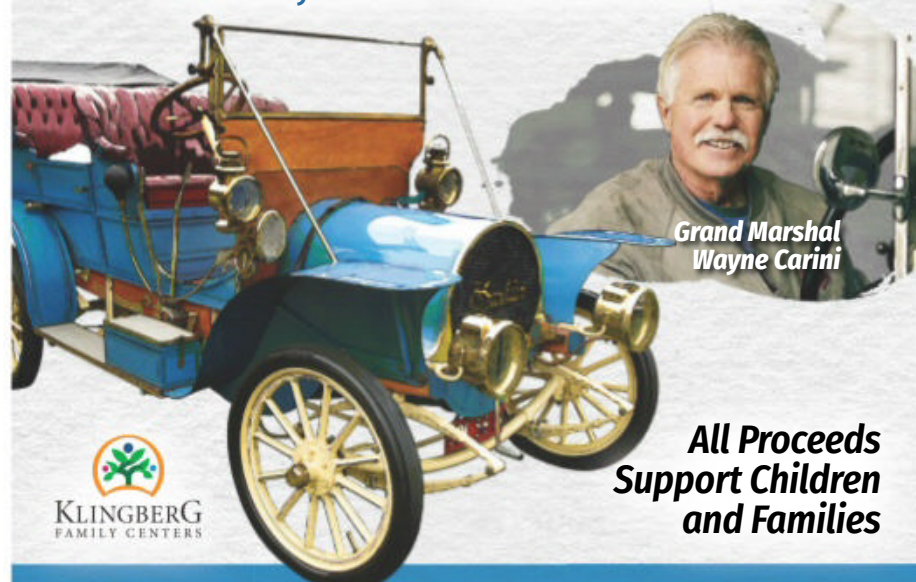
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//

I never

thought to ask

Dad or Uncle

Milt what they

did with Shorty

during the 25

days he and

his trailer were

in November's

inventory...

//

## Horse Trading

**H**ave you seen the 1980 movie *Used Cars*? It's a comedy about two brothers, Luke Fuchs and Roy L. Fuchs, who own competing used-car lots across from one another in the Southwest.

Luke has a terminally bad heart. Roy, thought to be Luke's only heir until Luke's long-lost daughter surfaces and complicates matters, wants to inherit Luke's lot to sell it for a proposed freeway exit, of which Luke is unaware.

Actor Jack Warden, made up differently, does a masterful job playing the roles of both brothers. Actor Kurt Russell is Luke's ace salesman, Rudy Russo. Rudy's dual missions are protecting Luke's interests from those of his devious brother Roy, while financing his own political aspirations.

Every used-car dealer stereotype is overplayed. Indeed, the movie opens with Rudy rolling back the miles on a 1973 Buick Centurion convertible. It's great fun for old-car enthusiasts, albeit a bit raunchy and thus rated R. Nonetheless, it well showcases the old axiom, "Whatever it takes to make a deal."

So it was late in 1954 at Palma Motors, my father Lumir and his brother Milton's then Packard-Nash-Willys dealership in Paris, Illinois. Thankfully, Dad and Uncle Milt got along splendidly, unlike the Fuchs brothers, so it was easy for them to accommodate farmer Fred Boyd of Rose Hill, Illinois, when he arrived November 5.

Mr. Boyd had driven his 1952 Packard 200 about an hour to get to their dealership. He may have been looking for more utility and better gas mileage than his Packard could deliver, because he traded it in on a new 1954 Nash Rambler Cross Country station wagon with overdrive. He was allowed \$1,267 toward the new Rambler's \$2,342 total and financed \$675 of the balance, per my copy of the invoice.

If you're doing the math, the amount financed and the trade-in credit are \$400 short of \$2,342. To make up the difference, he was allowed

an additional \$400 for a quarter horse named "Shorty," and Shorty's trailer. Whatever it takes to make a deal.

This presented a problem. It's cold in east central Illinois in November, so what would a car dealer do with a horse and trailer? I mean, you can't just throw some hay and carrots and a water bucket in the trailer and leave the horse parked on the used-car lot until he sells, can you? The new-car dealership was downtown, but their gravel used-car lot with a small shack was on the northern outskirts of a town along Route 1. (Had Mr. Boyd been a local farmer, perhaps Shorty could have been boarded on his farm until sold, but Mr. Boyd lived about 60 miles away on two-lane roads.)

Only eight years old at the time, I generally pestered everyone at the dealership most waking hours I wasn't in the third grade, but

I don't remember Shorty and his trailer being on the premises. I never thought to ask Dad or Uncle Milt what they did with Shorty during the 25 days he and his trailer were in November's inventory, so both men took that information to their graves. My mom, still quite sharp at age 101, only remembers, "Dad taking a horse in trade."

What we do know, per this invoice, is that Shorty and his trailer were sold to Francis Black on November 30, 1954, for \$300. Well, not exactly \$300 cash: Mr. Black settled up with \$100 cash, a 1946 Dodge truck, and \$50 worth of coal. That big old furnace in the back of their uninsulated block building must've burned a lot of coal during cold Illinois winters, so the brothers were surely happy to get \$50 worth of it at the end of November.

Those were the days when a dealership's owner was on the premises to offer prompt personal service by making immediate decisions regarding cars, trucks, trades, cash, 30- and 90-day notes, horses, coal, etc. Just try that today at a sterile mega-dealership owned by an out-of-state conglomerate. They don't call 'em "the good old days" for nothing, you know. ☹

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PALMA MOTORS									
Packard-Nash-Willys Sales and Service									
PARIS, ILLINOIS									
SOLD TO: FRANCIS BLACK									
ADDRESS: R.R. 6, PARIS, ILL.									
DATE: 11-30-54									
SALES TAX: 674									
NAME	MODEL	YEAR	SERIAL NO.	MOTOR NO.	KEY NO.	PRICE OF CAR/TRAILER			
HORSE "SHORTY"	USED	UNKNOWN	AIN'T GOT NONE	NO	UNKNOW	300.-			
TRAILER	USED	9-146060				TRANSPORTATION CHARGE			
INSURANCE COVERAGE INCLUDES									
<input type="checkbox"/> FIRE AND THEFT — AMOUNT DEDUCTIBLE <input type="checkbox"/> COLLISION — AMOUNT DEDUCTIBLE <input type="checkbox"/> PUBLIC LIABILITY — AMOUNT <input type="checkbox"/> PROPERTY DAMAGE — AMOUNT									
OPTIONAL EQUIPMENT AND ACCESSORIES									
QUANTITY	DESCRIPTION	PRICE							
SALES TAX ON DELIVERED PRICE									
EXTRAS:									
OPTIONAL EQUIP. & ACCESS.									
SALES TAX ON EXTRAS									
TOTAL CASH PRICE									
COST OF FINANCING (INCL. INSURANCE)									
TOTAL TIME PRICE									
SETTLEMENT:									
CASH ON DELIVERY									
USED CAR: TRUCK									
46 DODGE									
SER. NO. 1132772									
MOT. NO. 112-72082									
PAYMENTS:									
TOTAL									



the year. The R16 proved to be a great hauler of crib, highchair, and all the other baby stuff. Thanks for the memories.

Rick and Judy Wright  
Ellensburg, Washington

## I REALLY ENJOYED MILTON STERN'S

"Revolutionary Renault—R16." He was careful and covered a great deal in the brief article, though I did start to worry when he said the "four door hatchback body was just one of the innovative aspects of these cars," but he immediately credited the Renault R4 for the liftgate and other features.

I currently own a 1954 Renault 4CV, the charming little 747-cc car that won the Le Mans' Index of Performance twice, as well as winning its class in the Mille Miglia (three times) the Monte Carlo Rallye (twice), and the Liege-Rome-Liege.

My other experience with a Renault was the \$195 Dauphine I had back in college during the early 1960s. It was so badly rusted that gravel would fly up at me through the gap between the floor and toeboard. Eventually, I couldn't carry a

passenger in the right front seat, because the floor would sag onto the shift linkage and make gear changing virtually impossible. It ran great though! Finally, I have found the Renault Classic Car Club in England very helpful with the 4CV.

Kenneth Zuber  
Homewood, Illinois

## PAT FOSTER POSED THE QUESTION

in his article about "Carriages Without Horses" in HCC #185, "...why more wagon and carriage makers didn't realize a change was coming and react accordingly." I believe many did and then couldn't manage the change, as Pat suggested. Most wagon makers just went out of business and many tried to make cars. The Northeast Classic Car Museum in Norwich, New York, sells a poster with over 1,100 automobile manufacturer names which existed in the country before 1929. The Great Depression took care of a lot of them, but most were doomed by the inability to compete. A well-known horse-drawn vehicle manufacturer in my nearby Syracuse area was the H.A. Moyer Car-

riage Company, founded in 1876. He saw the handwriting on the wall and changed his operations to building luxury automobiles in 1908. A neighboring farmer to ours south of Syracuse bought a 1914 Moyer; the company ceased operations in 1915. What doomed Moyer was the price: \$3,500 for this car, competing against Henry Ford's Model T. The next baffling question to me was how a chicken and dairy farmer was able to buy a car at that time with \$90,000 current 2020 dollars. The \$3,500 price was told to me by the grandson of the farmer who bought the Moyer.

Ron Glasgow  
Fabius, New York

## DAVE CONWILL'S COLUMN IN

HCC #186, "Take Back Your Drive," hit home for me. You haven't lived until you've felt the exhilaration of a panic stop with mechanical brakes. Need A/C—let's open the windshield. Or, "double clutching" enough to warrant a copper infused

Continued on page 47



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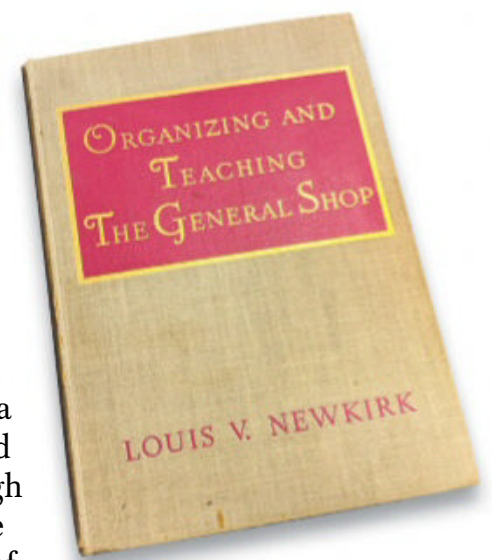



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## Setting up Shop, '40s Style

**I**t seems that if you're open to it, life will present you with opportunities both large and small. Recently, I had a bit of luck regarding my home garage/workshop plans. They've been on my mind of late, as we are in the developmental stages of special sections on just that topic for the September issues of Hemmings' three monthly magazines.

I'm starting from a nearly clean slate. Moving to Vermont in 2015 meant leaving behind a lot of parts, and even some tools. Moreover, the house we purchased here is the first home I've owned without a garage, but it was also the only house that met the myriad other requirements that go into selecting a new residence.

Our home was built circa 1970, for an older lady whose previous home on the same lot had burned. Fitting the wide Ranch/Cape Cod hybrid onto a fairly narrow lot and utilizing the original driveway placed the garage in an awkward spot, requiring a 90-degree turn immediately upon entering or exiting. Presumably, she didn't care for that, as within a few years she had the garage remodeled into the den.

So, that's the good news: There's a part of the house that was designed as a garage. It's just up to me to un-remodel it. It will make for a nicely insulated, heated workspace. Putting the garage door back in, however, will be the final stage of the project. I figure it can become a pretty effective workshop in the meantime, to support both household projects and my fair-weather driveway wrenching sessions.

With those thoughts in mind, I started writing up and sketching plans for the space I have. Then, last week, serendipity struck. On a trip to the transfer station with my kids, we stopped into the "free room," a repository of things not good enough to sell, but too nice to trash. We find treasures here often enough that accompanying Dad to the dump is something of a coveted activity in our household.

Among our treasures from that visit was the book *Organizing and Teaching The General Shop* by Louis V. Newkirk, copyright 1947. If you've followed my columns here, or read things I've written for the *Hemmings Daily*, you already know my affinity for the interwar era. This 1947 work is a distillation of Mr. Newkirk's 20 years' experience as an industrial-arts educator and is really a guide to the basics of that period's technology.

The term "general shop" was unfamiliar to me, but it turns out it's what most of us just called "shop class." It is general, as opposed to specialized classes like wood shop, metal shop, auto shop, et cetera, combining elements of all. That makes it

ideal for crafting a very well-rounded home shop, though I will probably be neglecting some of the proposed categories, such as the equipment for concrete work, forging, and printing. The remaining categories are auto mechanics, woodwork, electrical work, plumbing, and sheet metalwork. Equipment for the drafting and machine shop categories would be nice to have but will have to wait.

There isn't space to detail all the recommended equipment, but I thought you might be interested to see just what the well-equipped 1947 junior high school auto shop contained. To that end, Mr. Newkirk suggests the following for five students:

- 3 second-hand chassis
- 1 set of socket wrenches
- 2 10-inch Stillson wrenches
- 1 8-inch monkey wrench
- 1 set of taps and dies
- 1 tube vulcanizer and materials
- 1 breast drill and bits
- 1 bearing scraper
- 1 portable lamp and cord
- 1 valve lifter
- 1 valve-grinding tool
- 12 assorted files
- 6 pair of 6-inch pliers
- 1 hydraulic lift
- 3 auto jacks
- 3 storage batteries
- 1 battery charger
- 1 set of S-wrenches
- 1 lead mallet
- 2 wooden mallets
- 6 cold chisels
- 1 grinder
- 1 machine lathe
- 2 14-inch screw drivers
- 2 8-inch screw drivers
- 4 4-inch machinist's vises
- 1 set of reamers
- 1 valve-refacing tool
- 1 honing device and motor

I'm quite excited to start evaluating my equipment and begin filling in gaps. I've long wanted to add more vintage tools to my collection, and this will make a great guide. After all, what could be better for working on antique cars than the tools that were designed for them? 🛠️

//

I'm quite

excited

to start

evaluating my

equipment

and begin

filling in gaps.

//



sleeve for your knee. The 1934 Chevrolet has faired much better in old age than her owner. What driving my '34 Chevy offers me that my Ridgeline doesn't is pure joy from the smiles, waves, and horns I receive from folks, across all generations and diversity. It makes it all worthwhile.  
Tony D'Andrade  
Tacoma, Washington

**IN RICHARD'S COLUMN IN HCC**  
#187, titled "Changing Demographics" he reported that millennials are more interested in cars they saw on the streets while growing up than they are in 1950s-era cars; however, you also report in that same article that millennials are becoming interested in pre-1916-era autos. It would be interesting to read an article explaining the reason for that juxtaposition, if indeed there is a reason!  
Robert Corder  
Midlothian, Virginia

**Richard replies:**  
*Bob, as told to me by several millennials that I met at Hershey last year, they are intrigued by the mechanical simplicity of early automobiles. Perhaps they find such cars an escape from the complexities of modern technology.*

**READER JACK GROAT REMINISCING** about his days owning a Pinto (HCC #186) brought some mostly fond memories of my 1971 Pinto. I hesitate to share my experience as it may bring into question my "car guy" creds. Anyhow, I was in my 4th year of graduate school, my wife and I were pregnant with our first child and she was going to commute on a very busy highway from Berkeley, California, to Hayward to school, so we decided to replace our 1962 Austin-Healey. I finished my 4th year of graduate school and took a job in Pennsylvania. We traveled with our five-week old son, with the back seat of the Pinto folded down, from Berkeley to Pittsburgh. The Pinto did just fine driving around Pittsburgh even in the winter with studded tires and it brought us back to the West Coast two years later. I owned the Golden Rod Yellow Pinto for a total of 21 years.


I very much enjoyed the rack-and-pinion steering, overhead-cam engine, bucket seats, and overall handling of the car; I don't believe it had disc brakes. The main reliability issue was the overhead-cam drive belt failed several times. I just

began replacing it every few years before it failed. I did not have the distributor sensor issue that Jack Groat did even though the car spent most of its life in Eastern Washington, which has very cold winters. I never got rear-ended so I guess I was fortunate. Overall it was fun little car.  
Russ Jones  
Normandy Park, Washington

**YOUR "CLASS OF '42" ARTICLE** ON how World War II transformed the auto industry (HCC #187) was a great read. While it touched on the industry's influence on America's aviation industry there's definitely more to the story. It was America's auto industry that taught the aircraft industry how to build aircraft on an assembly line with interchangeable parts. Prewar, the aircraft industry generally had been building small orders of aircraft so they didn't invest in an assembly line or tooling for mass production; aircraft were usually all but hand-built. Once wartime orders started coming in, auto industry engineers were brought in to teach the aircraft companies how to mass produce their products in an efficient manner, which they were not accustomed to. Packard even showed Rolls-Royce how to make their famous Merlin V-12 aircraft engine faster and better with some stamped parts rather than milled.

The American aircraft industry outperformed every other nation's output of aircraft of all types, and it was America's auto industry that showed them how to do it, and saved the world in the process.  
Bruce Blum  
Frederick, Maryland

**THIS IS IN REFERENCE TO A LETTER** written by Mario Giacoio of Highland Falls, New York, that appeared in Recaps in HCC #186. Yes, Mario, Pontiac 6000s do exist. I own a 1990 Pontiac 6000 LE Safari. I've had mine for many years and driven it almost 180,000 miles and it's a great traveler. I'm the third geriatric to own the car.  
Carl Lovgren  
St. Petersburg, Florida

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



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# BABY-BUICK BOWTIE



*Upmarket style set Chevrolet's  
1941 Special DeLuxe Business Coupe apart*

BY MARK J. McCOURT • PHOTOGRAPHY BY RICHARD LENTINELLO

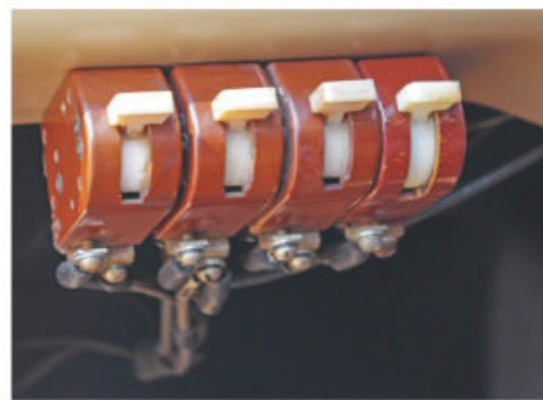
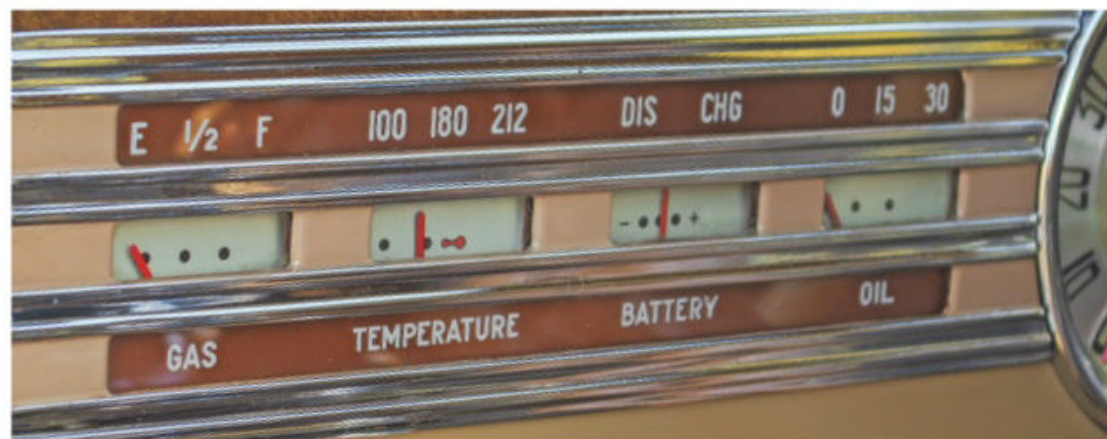




**A**lfred P. Sloan's sales concept for General Motors was genius. This executive's creation of an automotive brand hierarchy tapped into the very human craving for upward mobility and personal prestige. By 1931, he'd ensured that even the cheapest Chevrolet bore a resemblance to GM's more expensive models. One decade later, the series AH Special DeLuxe was a particularly polished version of Chevrolet's workaday Business Coupe. That low-production body style, soon to fall out of favor, offered a finely trimmed appearance that impressed far above its station, both when new, and nearly 80 years on.

As the 1940s dawned, Chevrolet greeted the decade with a line of all-new Fisher-built bodies. That model year included three series—the base Master, mid-line Master DeLuxe, and premium Special DeLuxe—and all shared more cohesive styling with a fresh grille that was wider than it was tall, nestled between partially inset fender-top sealed-beam headlamps. Below the long hood with louvered bright side trim that forecasted Buick's Ventiport design more than 30 years into the future, was the tried-and-true "Stovebolt Six." The 1940 Chevrolets proved America's favorite cars for that year, selling an impressive 764,616 units.





The unusual three-spoke steering wheel with "spinner" handle is an exceedingly rare accessory item that set off the Chevrolet's pleasingly symmetrical dashboard, trimmed in book-matched faux woodgrain. This Business Coupe sports an optional clock and heater, and its neatly trimmed rear compartment held salesmen's cases.



The success that GM's volume division achieved that year meant Chevrolet wasn't going to alter its formula too much for 1941. After the low-line Master trim was dropped, passenger-car shoppers could choose between four AG Master DeLuxe body styles, and seven types of AH Special DeLuxe. Pricing began at a thrifty \$712—the inflation-adjusted equivalent of \$12,495 in today's dollars—and stretched to \$995 (roughly \$17,460), which bought the wood-bodied, flagship Station Wagon.

For that money, customers received an up-to-date mechanical package. The four-main bearing straight-six, displacing 216.5 cubic inches through a 3.5 x 3.75-inch bore and stroke,

was topped with a single-barrel 1.5-inch Carter carburetor. It made 90 horsepower at 3,300 rpm and 174 lb-ft of torque at 1,200 rpm, increases of 5 hp and 4 lb-ft that were partially attributed to the 6.5:1 compression ratio, up a quarter point from 1940. Backing this smooth-running engine was a three-speed manual with synchromesh on second and top gears, aided by a vacuum-assist system designed to ease shifting effort. Output went to the rear wheels through a hypoid, 4.11:1-ratio differential and semi-floating drive axles. Wheel motion transference into the cabin was quelled by lever-arm shocks acting on the anti-roll bar-equipped, coil-sprung, unequal-length A-arm front





**Mated to a column-shifted three-speed manual, Chevrolet's 90 hp, OHV straight-six displaces 216.5-cu.in. and is fed via a single-barrel Carter downdraft carburetor. It can push the 3,040-pound Coupe to 60 in under 20 seconds, and up to almost 80 mph. This engine has done fewer than 45,000 miles.**

were very satisfied with Chevrolet. The strategy worked for a while. And then we started making the car look like a Buick."

A Flint influence was most blatant in the shape of the attractive, deceptively simple-appearing grille. GM Styling alumnus Strother MacMinn told Gross, "The bold bars on the '41's grille are noteworthy. They had little bevels that caught the light and added to the viewing interest. The three red lines in the grille were definitely Harley Earl's idea—to add brightness and light value. The side molding also had a red-painted

suspension, and the semi-elliptic leaf sprung, live-axle rear. Aiding traction were 6.00 x 16-inch tires on pressed-steel wheels, bolted to 11-inch-diameter hydraulic drum brakes.

Following the previous year's example, the 1941 Chevrolets again grew. The three-crossmember, boxed girder frame was extended, stretching the wheelbase from 113 inches to 116, the bodies expanding an equal figure to 195.75 inches. Those bodies, penned under the supervision of the division's studio head, Ken Coppock, included modernizing touches like better-integrated headlamps, more steeply raked windshields, and covered door sills that replaced the formerly exposed running boards. As Coppock told feature editor Ken Gross in *Special Interest Autos* #45, "Chevrolet in 1939 looked like a scaled-down Cadillac—and that was [GM VP of Design Harley] Earl's idea, too. He wanted us to make Chevrolet similar to Cadillac, not a carbon copy, of course. People who couldn't afford a Cadillac

insert. The guys [stylists] would fight for black lines, occasionally, because they'd accent comfortably with any body color, but Earl insisted on red. Chevrolet's boss, Marvin E. Coyle, and sales chief Bill Holler wanted that kind of strong, bold statement. The red lines were all part of helping Chevrolet to identify itself."

The upscale Buick vibe drew many customers into Chevrolet showrooms in 1941, and while the glamorous AH Convertible Coupe may have set their hearts racing, most left in solid-roof two-door models: the best-sellers were Town Sedans (nearly 447,900, split between both trim levels), followed by the Five-Passenger and Business Coupes (around 235,000 and 66,365, respectively). Four-doors in the forms of the Sport Sedan, Fleetline Sedan, and Station Wagon, added another 244,400 to the total.

The sleek two-door displayed here is one of 17,602 Business Coupes in premium Special DeLuxe trim built for that final prewar year. Looking much more expensive than its original



\$769 list price (\$13,495 equivalent, today) indicates, wearing Nassak Gray over Marine Blue paints and ample brightwork, this Chevrolet is part of the Nicola Bulgari Car Collection, housed at The NB Center for American Automotive Heritage in Allentown, Pennsylvania. We spoke with NB Center curator Keith Flickinger, who told us its story.

"We purchased it, already completely restored, in 2007. It was a two-owner car, and the second owner restored it, starting from a really solid base. The wonderful styling of this coupe reminded Nicola so much of a baby Buick. If you take the hubcaps and hood ornament off, and walk around it, it really looks like a Buick! We love the color scheme, and Art Deco look of the hubcaps and the trim. There are wonderful Flint cues filtered through—a lot of similarities, including the Chevrolet's grille.

"The design is especially detailed on 1940 through 1942 models. The fog lamp trims echo the grille emblem. From far away, you don't see the red accents because of all the chrome, but up close, the pops of color give it a happy feeling. To me, it's a happy car," Keith says with a smile. He continues, "The dashboard is beautiful, so well-proportioned with the round instrumentation, but simplified in comparison to Buick's, because this was a much cheaper car. Chevy used the woodgrain theme, while Buick used engine-turning, which provided a lot more finesse. This car has the really cool, rare accessory steering wheel with a spinner, as well as the dash clock, the optional Chevrolet DeLuxe heater, and exterior features like a reversing lamp, bumper guards, and an exhaust turn-down."

Our feature Business Coupe currently shows 44,777 miles on the odometer, and it's unmodified, save for the fitment of an electric fuel pump to combat the vapor-locking that can happen with the modern gasoline taken in through the oddly located fuel filler. It performs as well as it looks, Keith reports, and, thanks to



the era-focus of Mr. Bulgari's collection, he has numerous cars with which to compare it.

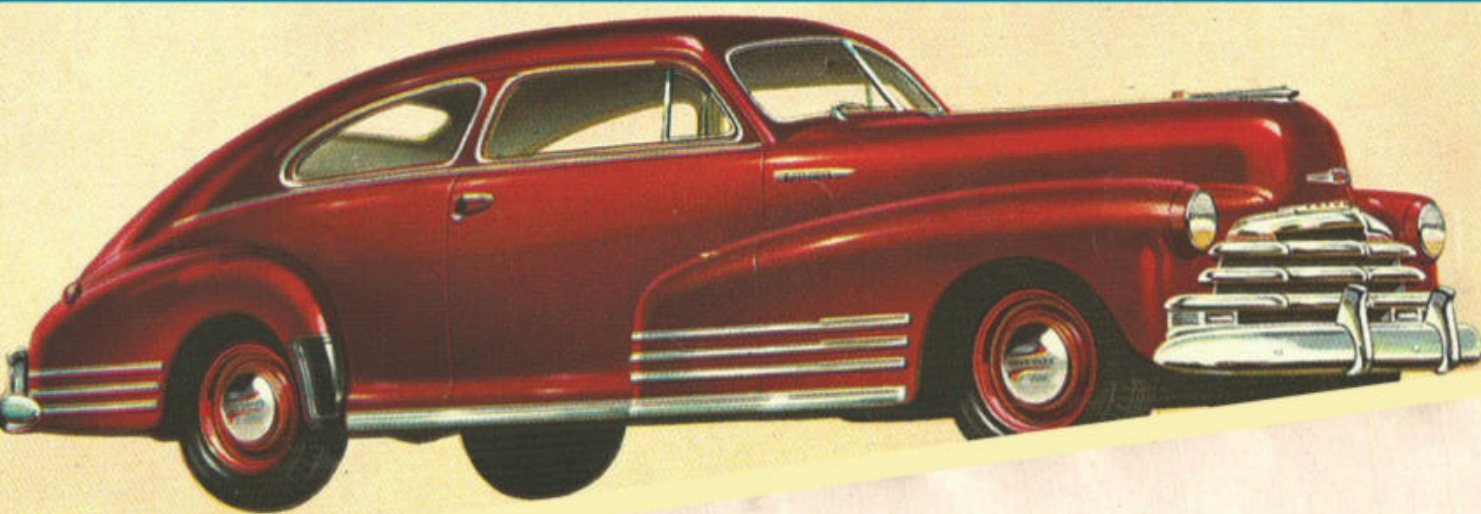
"It's a great-driving car. It feels solid, and really nimble," Keith reported. "The Chevrolet's ride is a bit stiffer than that of a 1941 Buick or Oldsmobile, though—even our 1941 De Soto has a better ride! It's not surprising that the bias-ply tires follow every crack in the road. The vacuum-operated shifter works fantastic, and the one in our car has been used as a baseline to ensure other cars' systems are working properly. The brakes are very good, and the tall windshield is angled nicely, offering fine vision, better than a contemporary Ford."

The many positive attributes of this Special DeLuxe show why Chevrolet was at the top of its game in 1941, an assertion proven by the margin of its industry-topping 1,021,371 sales. It had genuine substance to back up its luxury-level looks, and made Chevrolet the brand to beat. 🏆





# SPECIAL SECTION: CHEVROLET CLASSICS



## Bowtie Beauties

BY RICHARD LENTINELLO

**B**oth Chevrolet and Ford are considered by loyal followers to be the quintessential brand of America's automotive heritage — and each camp is correct.


Yet, little did Swiss-born racing driver Louis Chevrolet realize that the small car company he founded with William Durant in 1911 would go on to become one of the world's most recognized automakers. Today, Chevrolet's bowtie is as distinguishable as the logos and badges belonging to Coca-Cola, Marlboro, and Ferrari.

Through its 109 years as a manufacturer of cars and trucks, Chevrolet has produced some of America's most significant and desirable vehicles, many of which will forever pull the heartstrings of their owners like few other cars could. There's the Corvette, Camaro, Chevelle, Corvair, and the ever-iconic Tri-Five models, with the '57 Chevy perhaps taking top honors as America's most-beloved automobile. Then there's the Advanced Design line of trucks, the prewar Fleetline Aerosedan, and, of course, all the various Impalas, with the "409" long celebrated as the quintessential American family performance car. The list is sizeable and noteworthy, and filled with so many other significant and desirable models that enthusiasts and collectors would love to have parked in their garages.

The 1941 Special DeLuxe Business Coupe featured on page 48 is a fine example of Chevrolet's longstanding commitment to offering buyers engag-

ing and contemporary styling at an affordable price. And, there are many others: the early '30s Master series, the ever-beautiful 1936 Standard Convertible Cabriolet, the pre-1955 Bel Airs, the Nomads, Biscaynes, Monte Carlos, Novas, etc. The list goes on, but you get the picture. Chevrolet built cars that Americans wanted, cars that their owners have been so passionate about, that old Chevys make up the bulk of collector cars being restored today. Go to any car show or cruise in and there'll be more Chevrolets in attendance than any other car brand — even Ford.

There are so many great and significant automobiles and trucks emblematic of what the Bowtie badge signifies that we could have devoted this entire issue to Chevrolet and we still wouldn't have been able to cover all its relevant models. Because of this vast array of vehicles, choosing one's favorite Chevrolet is an almost-impossible task. Personally, if I had to choose just one Chevrolet for my collection, I truly would have a difficult time trying to decide. As much as I've always admired the '63 Sting Ray coupe and the 1961-'62 Bel Air "bubbletops," as well as the 1965-'66 Corvair Corsa coupe, my favorite would have to be the 1955 Nomad. With its distinctive two-door body and wraparound rear side glass, this design is an American styling masterpiece. There truly is nothing else like it.

So, if you had to choose a single Chevrolet car or truck for your personal car collection, which would you want to own, and why? 

# 56

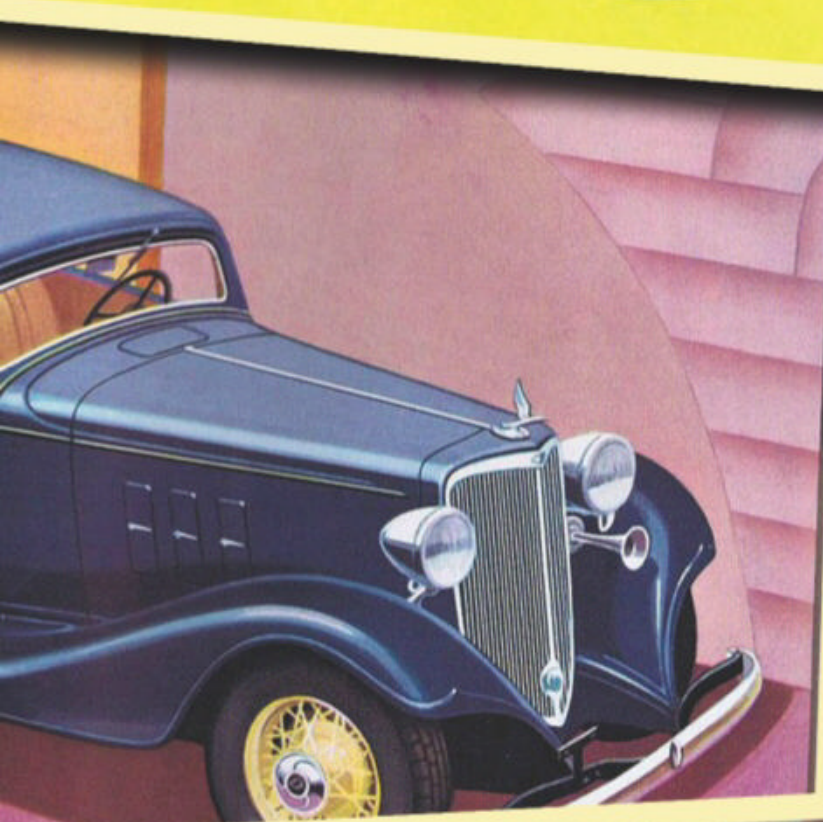
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# 64

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1952 STYLELINE

# Baseball, Apple Pie, and Chevrolet Convertibles

## Examining GM's entry-level convertible production, 1946-'75

BY JEFF KOCH • PHOTOGRAPHY FROM THE HEMMINGS ARCHIVES

A Chevrolet convertible would seem to be at odds with itself. Chevrolet, that stalwart all-American brand, coveting efficiency and overall value above all else. And convertibles, let's face it, are not particularly good value. At the dealer, you paid more money for less car—less safety in a rollover, less steel for parking security, less rigidity and more weight in a chassis that can be coaxed into flexing and creaking over bumps far more easily. Lots of additional moving parts that can tear, break, get tweaked, or spring a leak. They don't seem to be the sort of properties that Chevrolet would be willing to engineer into a car.

And yet putting the top down reflects the sunny optimism that Chevrolet strives to put forth as its image. A Chevrolet convertible just makes sense to the American mindset—attainably-priced fun in the sun, with a dash of flair to boot. As the sales numbers in the text will attest, plenty of Americans believed that a Chevrolet convertible was the consummate blend

of economic thrift, performance, sunshine, and good times.

For thirty years after World War II, Chevrolet offered convertibles across its model range—everything from not-quite-poverty-spec six-cylinder models to big-block Corvettes and Camaros, plush Caprices, and everything in between. Here's a look at how the production numbers broke down over time.

### 1946

This was the first full year of production after the war, and most of the car companies were limited in what they could build thanks to a paucity of raw materials. So, despite a bunch of car-hungry GIs streaming home from overseas, cars were few and far between. The Fleetmaster cabriolet was Chevrolet's sole soft-top offering for 1946; just 4,508 were built, out of a total of 309,028 Chevrolets assembled for the model year. But those numbers would start roaring north very quickly.

### 1947

Chevrolet managed to more than double its production year to year—up to

671,543 cars in total. As for the face-lift Fleetmaster cabriolet, its numbers increased six-fold, up to 28,443 built for the model year.

### 1948

An up year for Chevrolet but a down year for the Fleetmaster cabriolet: just 20,471 were built, out of a total Chevrolet production run of 715,992.

### 1949

New year, new cars, new naming conventions. Every Chevrolet passenger car was a Styleline that year, a nameplate that offered Standard and DeLuxe variants. The convertible, with only a small picture in the brochure, was a DeLuxe model; out of 1,037,600 Chevrolets for the 1949 model year, an impressive 32,392 of them were convertibles. (And they were convertibles again; no more of the "cabriolet" guff.)

### 1950

Chevrolet once again made a game of *Where's Waldo* with its convertible models in the 1950 catalog: Lots of space





**1953 CORVETTE**

spent discussing the engineering features over multiple spreads, and all 14 models crammed onto a single page (along with several illustrations showing the interior). The convertible model remained the Styleline DeLuxe, and despite Chevrolet seemingly disinterested in showing it, the marque sold 32,810 — against total car production of 1,498,590.

## 1951

The Styleline DeLuxe convertible sold fewer copies — just 20,172 for the season, but with total sales of 1,229,986, it was a down year for Chevrolet also.

## 1952

Overall Chevrolet production dropped to 818,142 cars total, and Styleline DeLuxe convertible production similarly fell — just 11,975 were built for the season.

## 1953

For 1953, Chevrolet's naming conventions were changed up, with One-Fifty the low-line (and no convertible variant), the mid-line Two-Ten, and the high-end Bel Air. A total of 5,617 Two-Ten convertibles and 24,047 Bel Air convertibles were built. This was also the debut of the Corvette; just 300

were built during the car's half-year run. Chevrolet produced 1,341,475 cars total.

## 1954

Chevrolet ditched the Two-Ten convertible for 1954, leaving only Bel Air (with 19,383 sold) and Corvette (another 3,640 units) out of a strong 1,143,561 Bowties sold overall for the season.

## 1955

A rising tide floats all boats: The introduction of the V-8 engine plus all-new styling buoyed the year of the V-8. Bel Air convertible production jumped to 41,292,

**1955 BEL AIR**





**1959 IMPALA**

plus an additional 700 Corvettes, out of 1,704,693 Chevrolets sold.

## 1956

The 1956 model year was down slightly for Chevrolet—just 1,567,196 built—but convertible numbers remained steady: 41,268 Bel Airs, plus 3,467 Corvettes, for the year.

## 1957

Another (very slightly) down year for Chevrolet, with 1,507,904 sold, but

Chevrolet's convertibles were hitting the consumers right in their hearts and wallets: the division built 47,562 Bel Airs, plus 6,246 Corvettes.

## 1958

Another shakeup to Chevrolet's model line: The Bel Air got demoted to second best, behind a new name, Impala. As a result, there were no more Bel Air convertibles, only Impala convertibles. And while 1958 was famously a poor year for the economy, no one bothered to tell the

buyers of soft-top Chevrolets: A total of 55,989 Impalas, plus an additional 9,168 Corvettes, were sold out of just 1,226,217 cars for the year.

## 1959

For the next few seasons, Impala and Corvette comprised the entirety of Chevrolet's convertible output. A strong showing of 72,765 Impala ragtops, plus 9,670 Corvettes, helped Chevrolet forget the hardships of 1958; a total of 1,480,036 passenger cars sold.

**1961 CORVETTE**





**1963 IMPALA SS**



**1964 CORVAIR MONZA**

## 1960

Another year, another record: 79,903 Impala convertibles, plus 10,261 Corvettes (out of 1,671,753 Chevrolets) made convertibles seem like a viable sales proposition.

## 1961

The re-styled 1961 Impala saw just 64,624 convertible versions, but America was warming to the Corvette, as a new high point of 10,939 examples rolled out of the St. Louis factory.

## 1962

Chevrolet's overall sales, topping 2,000,000 for the first time (really 2,057,677, but who's counting?), saw the production love spread across all models. Chevrolet became America's convertible leader for 1962, with four distinct models—Impala, Corvette, and new compact Corvair and Chevy II Nova 400. Chevrolet sold 16,569 Corvair convertibles, 23,741 Chevy IIs, 75,719 Impalas, and a whopping 14,531 versions of the last solid-axle Corvette.

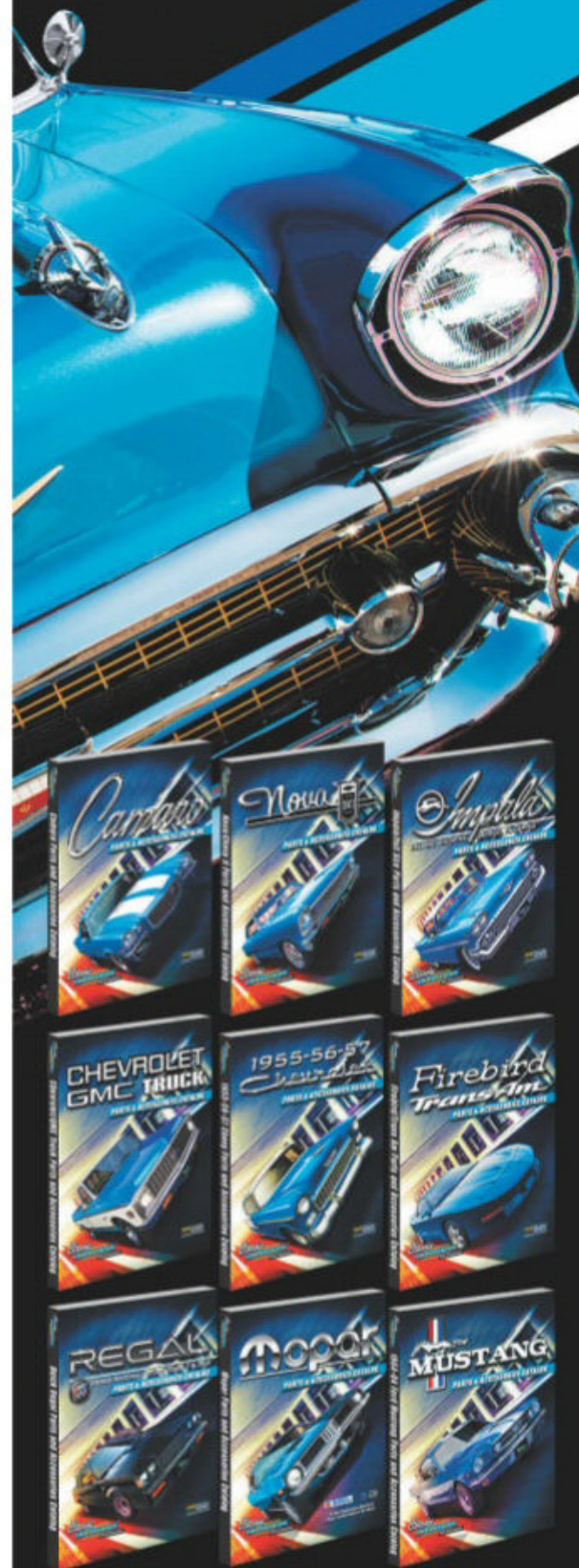
## 1963

If the numbers for 1962 saw Chevrolet soar to dizzying heights, then the 1963 sales numbers cemented Chevrolet as America's convertible store. A whopping 44,165 Corvair convertibles, 24,823 Chevy IIs, a record 82,659 Impalas, and 10,919 all-new Corvette roadsters (out of 2,240,440 Chevrolets sold) saw the Bowtie brand leap from strength to strength.

## 1964

Chevrolet continued to sell four convertibles, as they could do with a total sales draw of 2,319,619 for the year, but the nameplates changed. Corvair convertible sales registered at 31,045. The Chevy II convertible departed the scene, replaced by the new midsize Chevelle, which sold a total of 23,158 convertibles split between Malibu and SS trim levels. An impressive 81,897 Impala convertibles, split between standard and SS trim, were built. Corvette roadster sales pushed to 14,925.

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**1965 CORVETTE****1965**

The newly restyled and reengineered Corvair now offered two levels of convertible—Monza and Corsa, with 26,466 Monza and 8,353 Corsa models sold. A total of 19,765 Chevelles, split between Malibu and SS, were built. Impala convertible sales dropped radically with the all-new car—just 27,000 built between standard and SS trim. A record 15,376 Corvette roadsters were produced. A total of 2,383,504 Chevrolets were built for the year.

**1966**

Another two-million-unit year (really 2,142,035 total), with 10,345 Corvair

Monzas, 3,142 Corvair Corsas, plus a total of 19,614 Chevelles (14,185 in standard trim, with another 5,429 SS 396 ragtops). Full-size sales numbers are unavailable, but another record 17,762 Corvette roadsters departed the St. Louis plant.

**1967**

In 1967, Chevrolet failed to reach the two-million-unit level for the first time since 1961 (1,948,416, but close doesn't count). Even so, there were now five separate convertible models to choose from in Chevrolet's lineup. The introduction of the Camaro (and its 25,141 convertibles) dipped heavily into Corvair convertible's numbers (the Corsa version was dropped

in favor of all convertibles sold in Monza trim, but just 2,109 were built anyway). Just 12,772 Chevelles (9,451 in standard trim, and 3,321 SS 396 models), 29,937 full-size models (Impala and SS 427), plus 14,436 Corvettes were built for the year.

**1968**

Overall Chevrolet sales rebounded to 2,141,686, but it seemed like the convertible was on a downward slide. Just 1,386 Corvair Monzas, 20,440 Camaros, 10,080 newly-redesigned midsize (7,794 standard Chevelle, plus 2,286 SS 396) and 24,370 full-size convertibles rolled off the line. The new Corvette was a bright spot, with 18,360 convertibles sold.

**1965 CHEVELLE SS**





1966 CORVAIR CORSA



1967 CAMARO SS



1968 CHEVELLE SS



1969 CORVETTE

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**1970 CHEVELLE MALIBU**

## 1969

A couple of “lasts” here, including the last Corvair convertibles, with just 521 sold. This year also gave us the last Camaro convertible until the 1980s, with 16,159 built. The Chevelle SS was no longer a separate model, so its numbers are part of the 8,927-unit midsize Chevrolet total for the season. Full-size convertible numbers were not able to be broken out. Even Corvette roadster sales dipped, to 16,608. Chevrolet still did well overall, with 2,210,064 cars rolling out the factories.

## 1970

A curtailed convertible lineup greeted the 1970s. Just 7,522 Malibus, 9,562 Impala convertibles, and a shocking 6,648 Corvettes shipped out of a strong 2,014,917 Chevrolet sales total.

## 1971

It was a down year, with 1,701,774 sold, but with a total of 5,089 Chevelles, 4,576 all-new Impala convertibles, plus 7,121 Corvettes, you could tell the writing was on the wall. All the fun car stuff seemed to be winding down.

## 1972

This year saw the last of the convertible GM A-bodies, with just 4,853 Malibu models built. Impala convertible production rose to 6,456, plus 6,508 Corvettes, out of 2,304,648 Chevrolets sold. This is the first year that Corvette convertibles outsold the full-size convertibles in Chevrolet's history.

## 1973

And then there were two. The full-size convertible switched from Impala to Caprice trim, with a respectable sales

**1971 CORVETTE****1972 CHEVELLE MALIBU**

rise as a result—7,339 built for the year. An additional 6,093 Corvette convertibles were built as well. A new record number of Chevrolets—2,579,503—were built for the model year.

## 1974

A rough year for all of Detroit, though Chevrolet once again did well with 2,305,728 total sales. Just 4,670 Caprice Classics (surely a factor in the model's impending demise) and 5,474 Corvettes were counted among the 2.3 million sold.

## 1975

Another down year in Detroit, and this time Chevrolet felt it, as overall sales dipped to 1,763,561. News of the full-size convertible disappearing from American showrooms may well have buoyed sales, as the 8,349 Caprice Classics moved were the best full-size Chevrolet convertible sales since 1970. Just 4,629 Corvette convertibles were produced before the lights were turned out on GM factory convertible production for the rest of the '70s. 🐾





**1973 CAPRICE**



**1975 CAPRICE**

**19<sup>TH</sup> ANNUAL**

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# Family Transport

*Affordable, yet stylish, Chevrolet station wagons through the years*

BY JEFF KOCH • ILLUSTRATIONS COURTESY OF THE AUTHOR'S COLLECTION



Eight different station wagon models in 1970 (four midsize, four full-size) showed Chevrolet's commitment to the all-American family hauler. What better way to show this than to hold a family reunion in the park?

Chevrolet has painted itself as the all-American brand for decades. What's more all-American than having a family, going out and buying stuff, and excelling at your work/life balance? And what better car to do that in than the station wagon—a barely known form prewar, but an indispensable part of the American landscape as we spread out to the suburbs and raised families after World War II.

And if Chevrolet's building 'em, it means that Chevrolet is advertising them, too. Generally, the messages were an earnest blend of what the copywriters believed were Chevrolet's core values—economy, value, style, comfort, and a wide range of options and available features to satisfy every need and budget—with some added “it's so big!” copy for the space behind the driver's seat. With only a couple of detours, Chevrolet's marketing has sought to cement the brand as America's value leader.

Our survey stops at 1985, but the marque's commitment to station wagons continues. Except now, we call them SUVs and crossovers.

Big V8 up front, 86 cu. ft. of cargo space in back  
—and the time of your life in between.  
**'65 CHEVELLE by Chevrolet**

If you're for wide open spaces, you'll find a lot to like inside. And there's room under the hood for the kind of youthful spirit that makes you want to go places just for the fun of it.

Chevelle wagons, too, have put on a happy new face for '65.

And there's nothing they want to hide underneath, either. You can specify the transmission and engine you prefer, way up to a 350-hp Turbo-Fire V8.

But the biggest thing you'll find inside is cargo space—loads of room for rubber rafts, beach balls and surfboards. Makes a good case for skin and toboggans, too.

And Chevelle's new ride makes hitting the road softer than ever. That's because of its improved suspension system incorporating a softer coil spring at each wheel to take care of the rough spots.

One of the few things Chevelle can't take care of on its own is the price. But you should be able to handle that.

Ask your Chevrolet dealer. . . . Chevrolet Division of General Motors, Detroit, Mich.

**CHEVROLET**

Shown also: Chevelle Malibu 4-Door 3-Speed Station Wagon

## 1965 CHEVELLE

Let's skip over the sketchy parking job and weird lighting for a second. There are no smiling faces in this 1965 wagon ad—the time of their life is over that hill. The Chevelle is merely the way to get there. Isn't that enough?

**QUICK-SIZE CHEVELLE**

**MANEUVERS LIKE MAGIC**

**CHEVROLET**

**GM**

**Zips you around beautifully . . . with room to spare**

You can have nimble handling and room in a station wagon. The Concorso has a big 86 cubic feet of room, quick-size Chevelle control, and a beautiful Fisher Body too.

The look of hand-rubbed walnut panels, vinyl upholstery and a vinyl covered rear floor protect your cargo and your car.

You can have a station wagon with everything . . . room, luxury, quick-size ease of handling. You can have Chevelle Concorso . . . by Chevrolet.

## 1967 CHEVELLE CONCOURS

Everything in the '60s was about power, even the “quick-size” 1967 Chevelle. The midsize wagon stored 86 cubic feet? Does that wooden structure not have a door? They're having a picnic in a barn? We have so many questions.



It used to be you'd buy a station wagon not so much because you wanted to but because you had to. The family was getting bigger and you simply needed the room. But times have changed. People today are buying Chevy Malibu Wagons because they want to. Malibu's trim size makes it agile and easy to drive. When you get behind the wheel, if you don't look behind you, you're apt to think you're driving a coupe. When you do turn around, you'll see there's over 71 cubic feet of load space with the rear seat down, easily accessible through Malibu's handy-dandy two-way hatchgate. There is also storage in both wheel wells and underneath the floor. What we're saying is, while today's trim Malibu Wagon can still handle a load, it can also handle a road. You don't have to have a huge family to appreciate that. Heck, you don't even have to be married. Buy or lease it at your Chevy dealer's now.

**'81 Chevy Malibu**

## 1981 MALIBU CLASSIC

Chevrolet was trying to open new markets with old models, using this 1981 Malibu Classic station wagon ad. Wagons aren't just for families—single dudes can own station wagons without embarrassment! Or so Chevrolet is trying to convince us.

*Chevrolet presents the last words in station wagons*

*"Handyman" (two of them) and "Townsmen" with wonderful new features you'll want*

**THE "TWO-TEN" HANDYMAN** ... One of these great new off-road station wagons ... all offering new high-compression power ... (interior convenience) ... and each features an "Power Steering." (5 passengers—(folding rear seat).)

**THE TOWNSMAN** ... Plenty of room for eight. Advanced 181-hp. "Turbo-King" engine with standard powerlocks, or new 123-hp. "Blue-Flame" engine with Powerglide automatic transmission. (Standard wood-grain trim—removable center and rear seat.)

**THE "ONE-FIFTY" HANDYMAN** ... The new, low-priced station wagon in the low-price field ... and like all other 1963 Chevrolets, offers great new operating economy. (5 passengers—(folding rear seat).)

Chevrolet Division of General Motors, Detroit 2, Michigan

## 1953 HANDYMAN/TOWNSMAN

Long gone are the days when a car company does an ad that just shows off the goods. The 1953 Handyman station wagons are painted tan to draw your attention to the ritzy green Townsman the dealer would rather sell you.

## 1955 HANDYMAN

With the all-new 1955 Two-Ten Handyman, Chevrolet went for style over power



and room. Oh, there's a chest of drawers peeking up behind the rear quarter window, but GM is hoping to win you over with its clean flanks.

**Seats a whole baseball team beautifully!**

**THE BEL AIR BEAUVILLE**—4 doors, 6 passengers, interior finish in washable vinyl and nylon-plush pattern cloth.

**THE "TWO-TEN" HANDYMAN**—2 doors, 6 passengers, all-steel interior.

**THE DISTINCTIVE, LUXURIOUS NOMAD**—2 doors, 6 passengers.

**THE "TWO-TEN" TOWNSMAN**—4 doors, 6 passengers, loads of cargo space.

**THE "ONE-FIFTY" HANDYMAN**—2 doors, 6 passengers, smooth and swift.

**THE "TWO-TEN" BEAUVILLE**—4 doors, 6 passengers.

**It's one of a sprightly new Chevrolet station wagons**

If you're joining the fast-growing station wagon set, be sure to look them new Chevrolets over. They're very good looking, as you see. All of them have fine, sturdy and quiet Fisher Bodies. All offer you a choice of the new "Blue-Flame 140" six, or V8 horsepower up to 205. And all of them pack Chevrolet's special brand of performance that breaks records on Pikes Peak and makes your own driving so much easier, safer and more pleasant.

Color and interior choices are wide, practical and unusually handsome. Your Chevrolet dealer will be glad to show you. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**CHEVROLET**

*Tragically it's a beautiful thing to forget!*

## 1956 STATION WAGON

Meet the Chevrolet station wagon family for 1956! Handyman in One-Fifty and Two-Ten trim, the Two-Ten Townsman, the Two-Ten and Bel Air Beauville, and, of course, the two-door Nomad. Big enough for a baseball team, and its equipment, too.



## 1958 NOMAD & BROOKWOOD

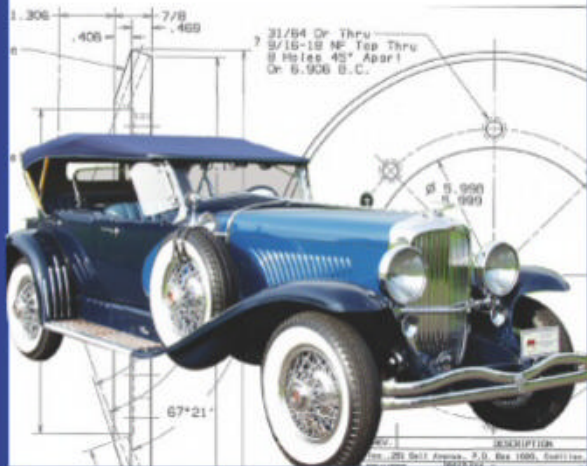
*New lilt in their looks! New verve in their ways!* Typical Detroit ad-speak buried what could have potentially been a game-changer: optional Level-Air suspension, keeping the ride level even with a full load in back.

## Vintage Vehicle Parts!!



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Versatile's the word for this Nomad 1-Door, Body by Fisher, of course.

**Handiest helper a family ever had... '59 CHEVY!** All five '59 Chevrolet wagons are as beautifully at ease with a delicate bit of greenery as they are with a rough-and-tumble corps of kids. You can show a whole half-ton of gear in Chevy's roomy back end—or use it as sleeping space on overnight excursions. And you can pick your power to fit your needs from thirty engine-and-transmission teams, including a lively 6 with wonderfully saving ways. Ask your Chevrolet dealer to show you the Chevy that's pointed and priced to fit your own personal plan for happy living.

**CHEVROLET** THE CAR THAT'S WANTED FOR ALL ITS WORTH • CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

## 1959 NOMAD

Starting in 1959, Chevrolet switched to photography for its wagon ads—no more photorealistic illustrations. Depicting idyllic suburban life, it's the American dream—new home, nice car, and a young spawn to do the heavy lifting.

even if you're well-to-do where can you outdo this?

Nowhere will you find a car more mindful of your needs than a new Chevy. Whatever model you pick, you'll find it gives you more room where you want more room (be it for handles, luggage or baggage)—with a higher entrance height, wider seating and (in the case of wagons) wider cargo area than any other car in its field. Be sure to come in soon and let your dealer show you all the ways Chevrolet aims to please without once losing sight of your budget.

Blazer Body by Fisher with a laser and receiver transmission team that gives more fast runs.

Prize-winning style (you'll like the way it combines good looks with good sense, that convenient one-piece tailgate, for instance).

New Economy Turbo-Fire V8 (makes friends fast by getting up to 107, more miles on a gallon of regular).

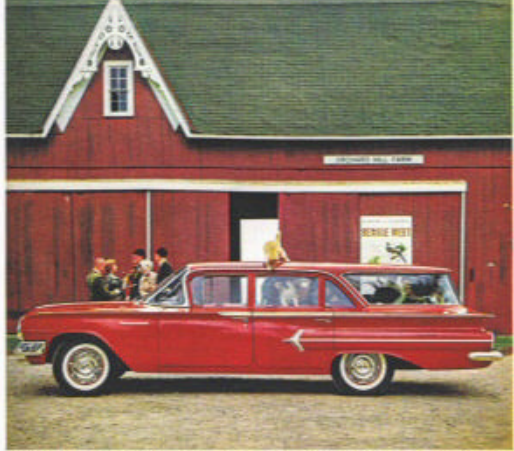
Without choice of engines and transmissions (31 combinations in all)—it's entirely the most flexible driver's.

Hi-Trail 4-wheel, of course, with Chevy's successful dependability.

Coil springs at all 4 wheels (with the extra cushioning of newly designed body mounts, you'll never feel it smoother than you do in Chevrolet).

Quieter sleeping Safety-Matic bodies (another important reason Chevy's the kind of friend you can count on).

Chevrolet Division of General Motors, Detroit 2, Michigan



They're looking like a winner—and so are you! '60 Chevrolet. The 3-passenger Kingswood. An outstanding—top-notch—value in the car world today. See Chevrolet.

## 1960 KINGSWOOD

Of course you know that Chevrolet's station wagons are good value, so they tried a bit of whimsy in a 1960 Kingswood ad—by stuffing the back full of beagles, and perching a curious kitty on the roof, looking to get in and join the fun.

## 1962 BEL AIR

Vacation time! Although, if the relaxing couple can afford a chef to call them to

### Chevrolet's ride makes any vacation more relaxing

Here are 700 reasons roads become smoother and quieter. Start with a big coil spring at each wheel. Add 51 chassis "shock absorbers," plus over 650 sound-deadening insulation points, and you've the makings of a Jet-smooth ride that rivals the costly cars.

Figure in the driving time as part of the relaxing time on your next vacation. Figure it in, that is, if you're going by way of any one of Chevrolet's 14 handsome models.

For it's out on the open road where you really realize how much car and comfort you have going for you in a Chevrolet. Stretch-

out roominess. Deep-cushioned seats. Elegant Body by Fisher. Plus the silent, hefty feel of a real going machine.

Baggage? Take along those cumbersome items. Chevrolet sedans and coupes sport a mammoth cave of a trunk. Station wagons carry up to 97.5 cu. ft. for fun and its fixings.

Outside of a destination and a tankful of gas, we can't think of a thing else anyone would need for a trip. And the place it all starts is your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

### JET-SMOOTH CHEVROLET

Bel Air 4-Door 6-Passenger Station Wagon



dinner with a triangle beneath the dappled light of shade trees, shouldn't they be able to afford something ritzier than a 1962 Bel Air station wagon?



"ROUGHING IT" WAS NEVER SO SMOOTH

You couldn't find a better wagon than a Chevrolet for carrying everything from rifles, rods and sleeping bags to a gang of local shoulders. It's got load space enough for a liberating grizzly, with a tailgate opening nearly 5 feet wide and just 23 easy-loading inches above ground. On the other hand, a big Chevrolet wagon is just the ticket for family ramblings on Sunday or goofing off on a day off. There's plenty of passenger room in its luxurious Body by Fisher that's cradled on four husky coil springs to take the bounce out of rough

going when you leave freeways and your ears behind. And this wagon is built to stay a sound investment with its self-adjusting brakes, Delco-Ramco generator to save your battery, built-in washing and ventilating system to help protect rubber panels against rot, and a more fully aluminum exhaust system. There are five Jet-smooth '63 Chevrolet wagons to fit your needs, whether they be hunting or hauling. Ask your Chevrolet dealer how they'll fit your budget, too! . . . Chevrolet Division of General Motors, Detroit 2, Mich.

Jet-smooth

CHEVROLET

The make more people depend on

## 1963 IMPALA

Chevrolet might have tried to invent glamping (a real word, an amalgamation of "glamour" and "camping") in 1963 with its Impala station wagon ad. Although this looks more like an amorous picnic than a full-on campsite.

## 1964 CHEVY II/NOVA

Chevrolet's compact Chevy II/Nova station wagon boasted eight more cubic feet of



room than the Corvair wagon, though Chevrolet would never say so in its own ads. Yet its compact footprint helped underscore Chevrolet's eternal value-and-efficiency mantra.



Impala 4-Door 3-Seal Station Wagon

Some bumps get through Chevrolet's new suspension.

But when a bump gets through those 4 double-acting shock absorbers, 4 coil springs, 1 Girder-Guard frame and over 50 rubber shock cushioners, you must be off the road.

This wagon rides much like Impala coupes and sedans. It should. It has the same new suspension. We feel that if you just want load space, you'd buy a truck.

Yet this wagon has more space than ever before. Over 100 cu. ft. of it.

And it has the elegance of Impala convertibles. All vinyl upholstery over foam cushioned seats. And deep-twist carpeting, door to door. In fact unless you glance back at all that space, you'd never know you were in a wagon at all.

You can order it with just about everything available on other Impalas, too. Including the

new 396-cu.-in. Turbo-Jet V8 and either the new fully synchronized 3-Speed transmission or Turbo Hydra-Matic for quicker passing and quieter cruising.

And this wagon comes with all Chevrolet's car-life preservers. From rust-resistant inner fender skirts to a battery-saving Delco-Ramco generator.

You can tell this spacious, elegant, rugged station wagon is a Chevrolet another way, too. It's reasonably priced.

... Chevrolet Division of General Motors, Detroit, Michigan.

CHEVROLET

## 1965 IMPALA

Chevrolet dropped an Impala station wagon onto a surface that modern SUVs would fear to tread, in an effort to demonstrate the new-for-1965 full-size line's tough-yet-smooth suspension. (And to boast of 100-plus cubic feet of space.)



Got something to hide? (We've got the place.)

## 1966 IMPALA

Station wagon ads generally discuss seating eight in comfort or carrying 4 x 8 boards. But this 1966 Chevrolet held a secret that suddenly wasn't a secret when it was in an ad—up to 12 additional cubic feet behind the rear wheels.



**Women who check contents, read labels, know quality and compare prices steer their shopping carts to '68 Chevrolet Wagons.**



**CHEVELLE MALIBU**  
Do a little comparative shopping and see who seats six so comfortably, then turn around and converts into a big '68 cubic-foot shopping van. Discover how bright and shiny a wagon can keep itself when it's protected with Magic-Mirror acrylic lacquer on the outside, tough vinyl on the inside. Feel how much smoother a wagon can ride when full coil springs are at every wheel. How quiet with new double-cushioned engine mounts. How economical with a big 230-cubic-inch Turbo-Flare engine that is perfectly happy to run on regular gas. Now this year is the 3-seat Chevelle for a bigger crowd. Visit your Chevrolet dealer's one-stop shopping center soon.

**CHEVROLET IMPALA**  
Big family. Big wagon. Huge value. Impala fills the bill perfectly. Check out the 3-seat version. It has all the advantages you've read of the left, but on a bigger scale. More people space, and Impala holds 106.1 cubic feet of groceries. Has a hidden storage area to hide valuables. To help ladies open the tailgate with ease, a thoughtful counterbalance mechanism does such of the work. To help prevent leaving the keys in the ignition, a thoughtful alarm system buzzes a gentle reminder as the driver's door is opened. To bring in outside air without opening a window, order Astro Ventilation. Your Chevrolet dealer invites you to drive one of the best looking shopping wagons ever.

**Be smart!  
Be sure!  
Buy now at your Chevrolet dealer's.**

When you compare contents, quality and price, you can't beat Chevrolet Wagons.

**1968 CHEVELLE & IMPALA**  
Was it progress that Chevrolet was tailoring its ads to the money-sense smarts of busy moms with these Impala and Malibu wagons for 1968? Or a retrograde step to assume that the ladies did all of the domestic chores?

**New Caprice Estate.**  
**Everything you'd want in a car, in a wagon.**



You'd want a new car to look like a new car. You'd want it to ride like a new car should. You'd want it a pleasure to drive with automatic transmission, power steering and power front disc brakes. You'd want exactly the same in a wagon. Plus.

And that's where the 1973 Caprice Estate Wagon fits in. With more room for more people, luggage, heating and cooling equipment. Room for 4' x 8' plywood sheets as well. We've made Caprice Estate a better way to handle the load and the road.

We've given it a roomy third seat facing forward, with storage space behind. We've improved its flow-through power ventilation and provided an electronically powered clock. Caprice Estate. One wagon with everything. To go.




Roomy oil-vinyl interior, molded full-foam seats, new roll-over steering wheel are all standard.

New improved front bumper system retracts on minor impact and hydraulically cushions the shock.

**1973 Chevrolet. Building a better way to see the U.S.A.**

**1973 CAPRICE ESTATE**  
Behold the station wagon ad that doesn't much show the wagon's capabilities. Instead of photos of the yawning chasm behind the driver's seat, we get a photo of the front bench seat, scout troop, and... the front bumper.

**Walk in, America.**



Why stoop to a wagon you can't walk into. There are wagons, and there are Chevrolet Walk-in Wagons with a rear boarding step just the right height. And a roof line slightly on the slant so you can walk in standing tall.

See if you don't also prefer our enormous third-seat sitting room in back; our two hundred fifty V8 horsepower up front; and flow-thru Astro Ventilation throughout. You'll take comfort in a walk-in wagon.

Putting you first, keeps us first.

**CHEVROLET**

**1970 KINGSWOOD**  
Ever seen a foothold cast into the bumper of a new pickup and think it was clever? Chevrolet had this going half a century ago, with a step in the rear bumper to aid getting in and out of the tricky rear-facing third seat.

**The New Chevrolet.**  
**More of the things you want in a wagon.**



**20 mpg highway**  
**16 mpg city**

**More mileage.**  
Compared to 1976 full-size Chevrolet wagons, EPA estimates with the new standard V8 and automatic transmission.

**Convenient door-gate.**  
Opens out like a door for people. Closes down like a gate for cargo.

**Roomy cargo compartment.**  
Takes loads up to 4 feet wide through a rear opening that's wider of beltline, higher overhead.

**Quick, easy seat conversions.**  
A lever retracts the locking third seat back. A button high on the side panel lets the second seat fold forward.

**Available storage under the floor.**  
62 cubic feet on 2-seat model. (See on 3-seat model shown).

**Available storage in the side.**  
Over 2 cubic feet. Handy storage bins hold things that stow in clutter seats and back.

**More maneuverability in city traffic.**  
Compared to 1976 full-size Chevrolet wagons, turning circle, curb-to-curb is 3 feet shorter.


**Eliminates excess inches and corners.**  
Uses space more efficiently. Something as applicable as you slip into tight parking spaces.

1977 Chevrolet Caprice Estate Wagon with available State-equipment.

**Now that's more like it.**

**1977 CAPRICE**  
How do you introduce a new, smaller station wagon that's right for the times, without making it seem like it's a lesser machine? Chevrolet emphasized fuel mileage, ease of parking, and convenience over the larger footprint.

**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!

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## CHEVY'S MID-SIZE MALIBU WAGON.

Mileage better than many compact cars is just one of its hidden surprises.

The efficiency and power of a contemporary V6 engine. New for 1980, an efficient but only 230 Cu. In. V6 helps give Malibu responsive performance along with highly respectable EPA estimates. (21) EPA estimated MPG, 26 highway estimate with standard 5.9 Liter V6. In California, (20) EPA estimated MPG, 26 highway estimate. Remember: Compare estimated MPG (available to that of other cars. Your mileage may vary depending on speed, trip length and weather. Your

actual highway mileage will probably be less than the highway estimate. Malibu is equipped with GM-built engines produced by various divisions. See your dealer for details.

2 side compartments plus one under the floor. Malibu gives you more to stash small valuables. Available security package puts locks on all three, comes on the side compartments.

The convenience of a 2-way hatchgate. Window swings up for easy

loading in tight parking places. Gate drops down for loading bulky cargo. With the rear seat down, you have about six feet of floor for cargo plus an opening over four feet wide for easy loading.

About 72 cubic feet of load space. A trim and stylish mid-size wagon with room for 6. It's a new size wagon, trim and trendy for today. Yet on the inside, six people can ride in comfort. Talk to your Chevy dealer about buying or leasing America's favorite mid-size wagon, Chevy Malibu, for 1980.



A FRESH NEW SLICE OF APPLE PIE.  
1980 CHEVY MALIBU

## 1980 MALIBU

Chevrolet's 1980 Malibu station wagon was highlighted as the all-American choice as the second gas crisis hit (emphasis on fuel economy and a "frisky" standard V-6 suggest as much). But there's no way that it can fit all of those people.

**OUR 1981 CHEVROLET CAPRICE CLASSIC WAGON.**  
A versatile vehicle. With available third seat you get seating up to eight like a van.

With both seats down you get the 87 cu. ft. of hauling capacity you might otherwise have to turn to a trailer for.

With available diesel engine you get the day-in, day-out fuel economy often associated with small compact cars.

And you get the comfort, luxury, and ride of a 1981 Chevrolet Caprice Classic 3-Seat Diesel Wagon. Look it over at your Chevy dealer's. You're going to like what you see. Especially when you see everything you're getting.

21	33	462	726
DIR. EST. MPG	HIGHWAY	EST. RANGE	HIGHWAY

Remember: Compare the "estimated MPG" to the "estimated MPG" of other cars. You may get different mileage and range depending on how fast you drive, road conditions, and trip length. Actual highway mileage and range will probably be less than the estimated highway fuel economy. Highway estimate and range based on 1981 EPA estimates. Actual highway mileage and range may vary. Chevrolet is equipped with GM-built engines produced by various divisions. See your dealer for details.

**1981 CHEVROLET CAPRICE CLASSIC DIESEL WAGON.**

## 1981 CAPRICE CLASSIC DIESEL

Chevrolet went retro in 1981, using an illustration for its Caprice Classic Diesel station wagon—an ad that boasted of room and fuel mileage, but didn't get bogged down in the minutia of how diesel power makes it happen.

## Cavalier

# The unstuffy wagon for people with lots of stuff.

Everybody puts groceries into a wagon. Or dry cleaning. Or the kids. But if you're not like everybody—if you'd like a wagon for your stuff—then why not get a wagon as unstuffy as the stuff you put into it? Like Cavalier. The unstuffy, younger-sized wagon. From Today's Chevrolet.

Cavalier holds all kinds of stuff. Over 64 cubic feet of stuff with the rear seat folded down. Big stuff. Small stuff. Good stuff. Not-so-good stuff. Fun stuff. All kinds of stuff.

Then there's the standard 2.0 Liter electronically fuel-injected engine that delivers performance that is equally spirited and unstuffy.

All of which makes Cavalier the very unstuffy wagon, for people with lots of stuff.

Let's get it together...buckle up.



## 1985 CAVALIER

GM's J-car was ubiquitous on American roads in the mid-1980s. Chevrolet's Cavalier flaunted its fun (sorry, "unstuffy") side with a young couple intent on filling that 64 cubic feet of space with lots of, er, stuff.

## 1947 STATION WAGON

Postwar, wood-bodied wagons were a way to sell cars using less precious metal (still rationed, for a time, while production got back online). This 1947 ad emphasizes cost, comfort, reliability, and value over cargo capacity.

People are saying—  
"It's the smoothest-riding car we've ever owned!"

This new Chevrolet Station Wagon is the only station wagon with Body by Fisher.

How much more pleasant to own a car that rides smoothly, steadily, safely, over all kinds of roads! Chevrolet holds the road as though it were a part of it. It gives you Big-Car comfort, Big-Car performance, **BIG-CAR QUALITY AT LOWEST COST.**

Talk for a while with Chevrolet owners, and you will agree they are the most enthusiastic owner group of all! That is true because these men and women know that Chevrolet brings them **BIG-CAR QUALITY AT LOWEST COST**; and they are genuinely proud of the way their cars look, ride, drive and perform. They will tell you that Chevrolet is the *safe* car in its field with the Big-Car riding-smoothness and road-weariness of Knee-Action—and this makes it the

Body by Fisher, Valve-in-Head Thrift-Master Engine and Positive-Action Hydraulic Brakes.

And most satisfying of all to them, Chevrolet provides all these advantages of higher-priced cars at *substantial savings* in purchase price, operation and upkeep!

That's why Chevrolet owners are confirmed Chevrolet enthusiasts. That's why it will run

roler's Big-Car styling, Big-Car performance and Big-Car dependability; for it's the only low-priced car combining such features as



# VEGA KAMMBACK. IT'S A WAGON AND THEN SOME.

The Vega Kammback wagon is three things. It's a Vega. It's a Kammback. And it's a wagon.

Let's start backwards. As you can see by the wagon-like shape, the Vega Kammback is a wagon. The back end lifts up. The back seat folds down. And while it's no giant, it'll easily hold plenty of groceries and rose bushes and antiques and cub scouts.

But the Vega Kammback wagon is more. It's a Kammback.

Kammback is not just another fancy word. It refers to the aerodynamic shape of

our little wagon. A shape that contributes meaningfully to both the stability and the handling of the Kammback.

Which means you may feel the desire to forget the rose bushes and the cub scouts and just go for a ride. Just for the fun of it.

Our clincher: the Vega Kammback wagon is also very much a Vega. So without even asking, you'll get an overhead-cam aluminum engine, front disc brakes, front bucket seats and lots lots more.

The Vega Kammback wagon. It's a lot more than you bargained for.



## 1971 VEGA KAMMBACK

For a few years, you couldn't get a Chevrolet wagon smaller than a Chevelle. And then the Vega arrived in 1971. It was a wagon, but Chevrolet kept using the term Kammback to confuse matters. Buyers weren't fooled.

## NEW '61 CHEVY CORVAIR!

Here's a piece of the finest news for families since wagons were invented: the new Corvaire Lakewood Station Wagon. It packs room for up to 68 cubic feet of your things, with rear seat folded. (You can nestle your valuables under that lockable hood!) And wait till you drive a Corvaire wagon! This, as they say in the ads, is the lightest handling, surest footed station wagon that ever shouldered a load. But all that's new is more than wagons. See the greatest show on earth at your Chevy dealer's.



Corvaire coupes and sedans give you increased luggage space under the hood—nearly 12% more. A spunkier 145-cubic-inch air-cooled rear engine. Same gentle ride, same beautifully balanced braking, same wondrous handling. See the whole thrifty crew of '61 Corvaire soon at your Chevrolet dealer's. Live a little! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



## 1961 CORVAIR LAKEWOOD

The 1961 Lakewood station wagon boasted 68 cubic feet of space in back, not to mention whatever you could fit under the hood in front. That said, keeping the frozen foods off the engine access panel in back may have been a good idea. 🐼

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driveable**dream**



# A B FOR ALL SEASONS

*Driving fun doesn't get much better  
than blasting through the snow  
in a rare 1974½ rubber-bumper MG B/GT*

WORDS AND PHOTOGRAPHY BY MARK J. McCOURT



Old-car enthusiasts living in northern climes are conditioned to treat their treasured rides like precious baubles, tucking them away before the snow flies and salt blankets the roads. This attempt at preservation is admirable, but doing so means missing out on up to half a year of driving fun. There are a handful of hardy and adventurous old-car owners who refuse to grant Mother Nature and DOT salt trucks the upper hand, and as practical classics like this late-build 1974 MG B/GT prove, there's much joy to be gained from using a sports car year-round.

Readers with long memories may recall David Clark's first 1974 MG B/GT, his fondly dubbed *Winter Beater #1*, from the June 2007 issue of *Hemmings Sports & Exotic Car* (HMN.com/MGBeater). That rusty runner, purchased for \$50 in 1995 and pressed into winter driving duties from 2000 through its 2006 retirement, proved fun, economical, and reliable transport for its Westminster, Vermont-based owner. The MG was replaced with a nearly identical (save for a Webasto sunroof) Teal Blue B/GT in 2007, and that car finally succumbed to terminal corrosion in 2015. Despite these MGs characteristically not producing much cabin heat in frigid temperatures, David was so fond of the model that he sought a third example, shown on these pages.

"I'd seen a Blaze Orange GT parked in New Hampshire, but it wasn't any better than *Winter Beater #2*," David recalls. "I was leafing through *Hemmings Motor News* early that December, and said, 'Oh wow, there's the car I'm after!' I tore on down to Moorestown, New Jersey, to buy it. We couldn't cut a deal the first time, so I made a second trip, traveling a total of 1,200 miles to get a car of which something like 1,200 were imported."

As that color photo advertisement in the February 2016 issue of *Hemmings* explained, this GT was one of 1,247 examples of the so-called rubber-bumper "1974½" that came to North America in late 1974. The 62,340-mile car—noted to offer new paint and bumpers, an original interior, dealer-installed air conditioning, and a new clutch, kingpin bushings, and stainless-steel exhaust—was built in November 1974. As such, it had an unusual combination of early- and late-model features that included 1973-style twin SU HIF 4 carburetors paired with 1975-style polyurethane 5-mph bumpers, plus a slew of safety-minded changes in the body, suspension, and engine compartment. MG's parent company, British Leyland, would import 5,274 of the "half-year" MGB Tourers built between September and







This MGB was fitted with aftermarket air conditioning, now removed, and a period BL radio. GT-specific brushed-nylon cord upholstery has failed on the driver's-seat bolster, but is intact over a replacement bottom cushion. The trunk is stocked with spares and matching studded tire.

December 1974, and due to the B/GT's additional weight (and subsequent inability to meet forthcoming emissions regulations), the smaller number of equivalent GTs from that same period were the last of this body style sold in America, despite the closed model's availability in other markets through October 1980.

David's *Winter Beater* #3 was vastly superior to its predecessors in condition, and he made a conscious decision to keep it that way. He explains, "In his *MGB Restoration Manual*, Lindsay Porter goes very extensively into rustproofing MGBs. I tried that with my first car, and ended up having to do 'rustoration' a second time because I discovered that Waxoyl does a great job of abating rust on whatever side of the panel it's on, but will do no good whatsoever on the other side of that panel. On a unit-body MGB, the rocker panels need to be protected. Bear in mind, the portion of the rocker panel that you see below the door begins at the front wheel, runs underneath the fender, and continues all the way down the car, under the rear quarter panel, to end at the dogleg. It is critically important that you get the material down between the quarter panel/dogleg and the rocker panel, where you can't see it, and the same at the front. On this car, I unbolted the bottom of the front fender and, with a paintbrush, painted both the rocker panel

and the bottom portion of the fender. At the back, I cut my Waxoyl with hydraulic oil so that it had more ability to penetrate the very close clearance between the quarter panel and rocker panel.

"I wash the car frequently, with a bucket and sponge unless it's too cold, in which case I run it through the automatic car wash; the Waxoyl does its thing regardless of whether the car's clean, and unlike Fluid Film, it doesn't wash off," David noted. "I also try to wax it every 60 days or so, and vacuum its interior just about as frequently." The payoff for this diligence is a body that still looks new, and feels solid, an impression reinforced by the solid, pleasing "clomp-click" of the closing doors. It even looks sharp in its winter shoes: early-MGB steelies fitted with studded 175/70R14 radials.

In the five years he's been driving the Blaze 'B, David has rolled the five-digit odometer back to zero. The original 1,798-cc (110-cu.in.) overhead-valve four-cylinder—factory-rated at 78.5 horsepower at 5,500 rpm and 94 lb-ft of torque at 3,000 rpm—lasted until 95,000 miles. "That's very unusual for an MGB, because the camshaft is generally toast by 70,000 miles or so. In the last few months the car was in use, in the early spring of 2019, I was adjusting the valves every 500 miles, because that's how rapidly the cam lobes







**Twin SU HIF 4 carburetors, instead of a single Zenith-Stromberg, make this 1.8-liter engine 1974 "½"-spec. It powered David's first two B/GTs, and replaced this car's original, which lasted 95,000 miles.**

were deteriorating," he recalls. "I drove it into the shop to do the engine swap; I had the perfectly serviceable engine and clutch from *Winter Beater* #2, which had initially come from *Winter Beater* #1."

That replacement 1.8-liter might make a bit more power, thanks to the years-ago removal of its smog pump, and the fitment of that aftermarket exhaust. David lubricates this engine with zinc additive-rich Shell Rotella heavy-duty diesel oil. Other mechanical refinements he's treated the GT to have included the fitment of four

*It's very  
well balanced,  
offers great road feel,  
and it goes up a hill  
just fine.*



remanufactured lever-arm shock absorbers, overhauled front brake calipers, good used front rotors with repacked wheel bearings, replacement rear wheel brake cylinders and brake linings, and a rebuilt brake master cylinder. The biggest game-changer for foul-weather traction was his November 2019 installation of a Quaife limited-slip differential, as it eliminated the need to carry additional ballast over the rear axle.

As well-sorted as this GT is, the 46-year-old coupe has a few more needs on the horizon. For improved interstate comfort, he'd installed a Laycock overdrive-equipped four-speed, condition unknown, trusting the bulletproof nature of the later MGB transmission... only to discover the four-speed gearbox's second and third gear synchros are worn, which will necessitate another swap. "I just double-clutch my upshifts and downshifts. I'm now starting to lose fluid through the clutch slave cylinder, so I check it a couple of times a week and top-up as necessary. I should have replaced it when I had the car up on the lift for the 100,000-mile service," he says with a rueful grin.

And for improved interior comfort,

he's replaced the collapsed original driver's seat bottom cushion. David adds that he'll likely repair the damaged nylon-cord upholstery on the edge of the otherwise-intact driver's seat over the summer. The warm weather of that season exacerbates the limited ventilation inherent to this solid-roof car, explaining the installation of an air conditioning unit, but that fitment wouldn't stay. "Those A/C systems turn service into a horror story on these cars, taking up whatever room was left under the hood, so I took that out right away," he says. "An upside of this are the two A/C holes left in the bulkhead; I'm thinking perhaps they would be convenient for running an auxiliary heater into the car. If you see me driving it in December wearing a T-shirt, you'll know that worked."

In the meantime, David's doing his best to keep comfortable and simply enjoy the drive. "Apart from marginal heat, it's completely suitable winter car," he says with a smile. "It's very well balanced, offers great road feel, and it goes up a hill just fine. In bad weather, I prefer driving it to my four-wheel drive pickup truck." 🐾









# Pierce-Arrow

*The Luxury car builder  
from Buffalo, New York*

BY PATRICK FOSTER • ILLUSTRATIONS COURTESY OF THE PAT FOSTER COLLECTION

**O**f all the tremendous losses among America's Independent automakers, the famed "Three P's of Luxury," Pierce, Peerless, and Packard, are perhaps the most grievous. Each had its own distinct style and advantages, and—although for a while they operated in roughly the same period of time—each had its own era in which it outshone the others. Consider Pierce-Arrow, for instance, a marque renowned for meticulous craftsmanship and refinement.

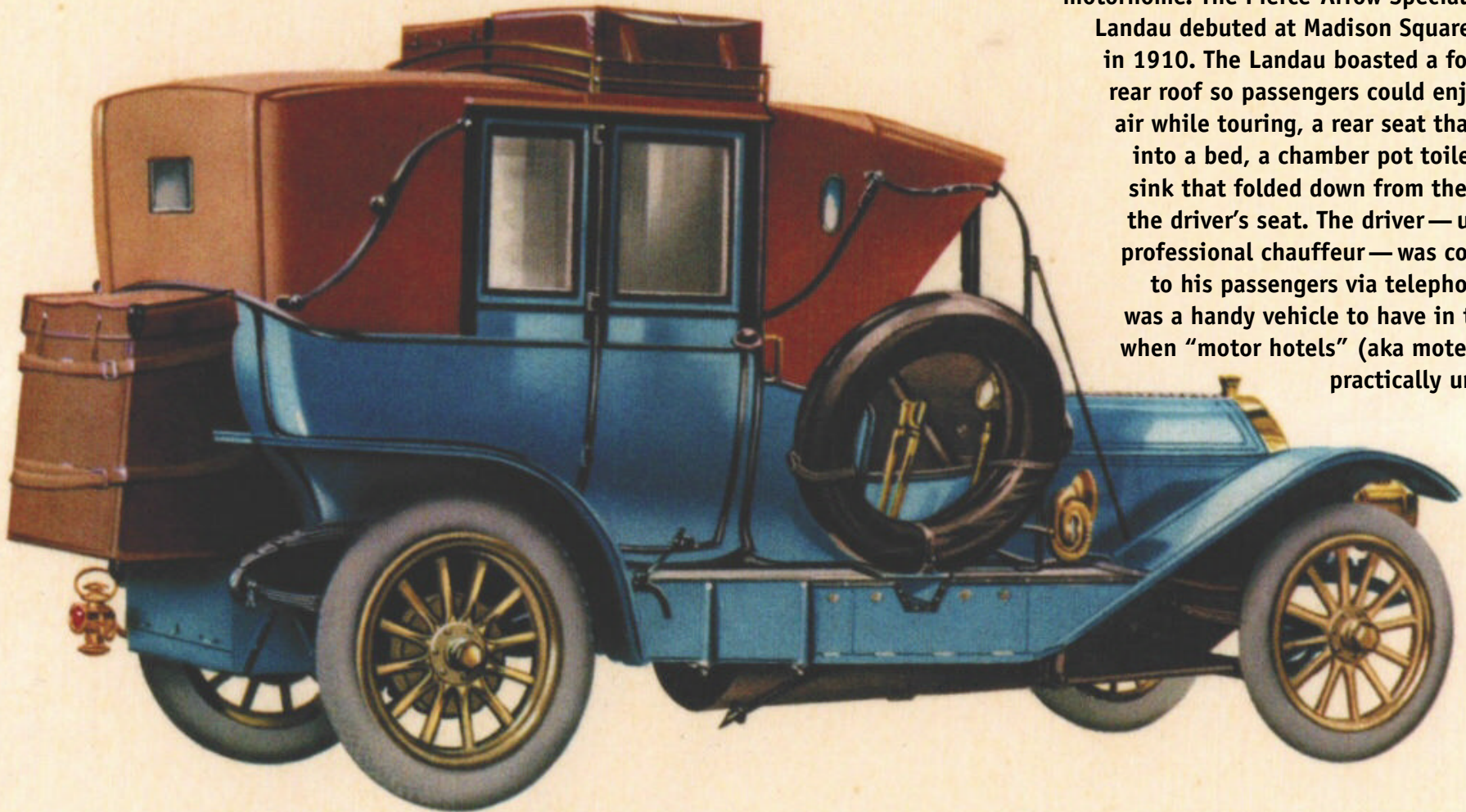
Pierce-Arrow was the brainchild of Percy Pierce, son of the owner of the Buffalo, New York-based George N. Pierce Company, aided by company executive Colonel Charles Clifton. In 1900, the firm—a manufacturer of diverse products including ice boxes and bicycles—began experimenting with car designs, both gas and steam. In the end, the Pierce company decided gasoline was the better idea, because steam cars were complex and subject to too-frequent problems. It hired engineer David Fergusson



**Left:** One of Pierce's many successes was as a presidential limousine. This 1909 Model 48 limo was part of the White House transportation fleet, and was used by President Taft.  
**Above:** Buffalo-based Pierce built about 150 of its early "Motorettes" during 1902, including 25 early models and 125 improved versions.



Among its many claims to fame, Pierce is also credited with creating the first motorhome. The Pierce-Arrow Special Touring Landau debuted at Madison Square Garden in 1910. The Landau boasted a fold-down rear roof so passengers could enjoy fresh air while touring, a rear seat that folded into a bed, a chamber pot toilet, and a sink that folded down from the back of the driver's seat. The driver—usually a professional chauffeur—was connected to his passengers via telephone! This was a handy vehicle to have in the days when “motor hotels” (aka motels) were practically unknown.



to design a new gasoline-powered car for production. He built two small “Motorette” two-seat runabouts in 1901, and spent months testing and refining them before production began the following year. Some 25 Motorettes were produced in 1902, before a new, larger, and more powerful version superseded it. About 125 examples were produced that year. By 1903, a further refined Motorette was in production, as were 6- and 8-horsepower four-passenger Stanhope models.

The Pierce cars quickly earned a reputation for reliability—amazingly, they won the first five Glidden Tours, from 1905 to 1908—and were commercially successful almost from the start. The company continued to introduce new models, adding an innovative new four-passenger variant in mid-1903, with a European-style, front-mounted two-cylinder engine. Pierce didn't rest on its laurels, introducing a handsome four-cylinder car in 1904, dubbed the “Great Arrow.” Boasting 24-28 hp and priced



Advertising like this 1910 magazine layout drove home the idea that Pierce-Arrow was a high-end luxury brand.



The 1917 Pierce-Arrow Model 66 was available as a touring car. Note the classic “frog-eye” fender-mounted headlamps, patented by Pierce-Arrow and soon to be an identifying feature.



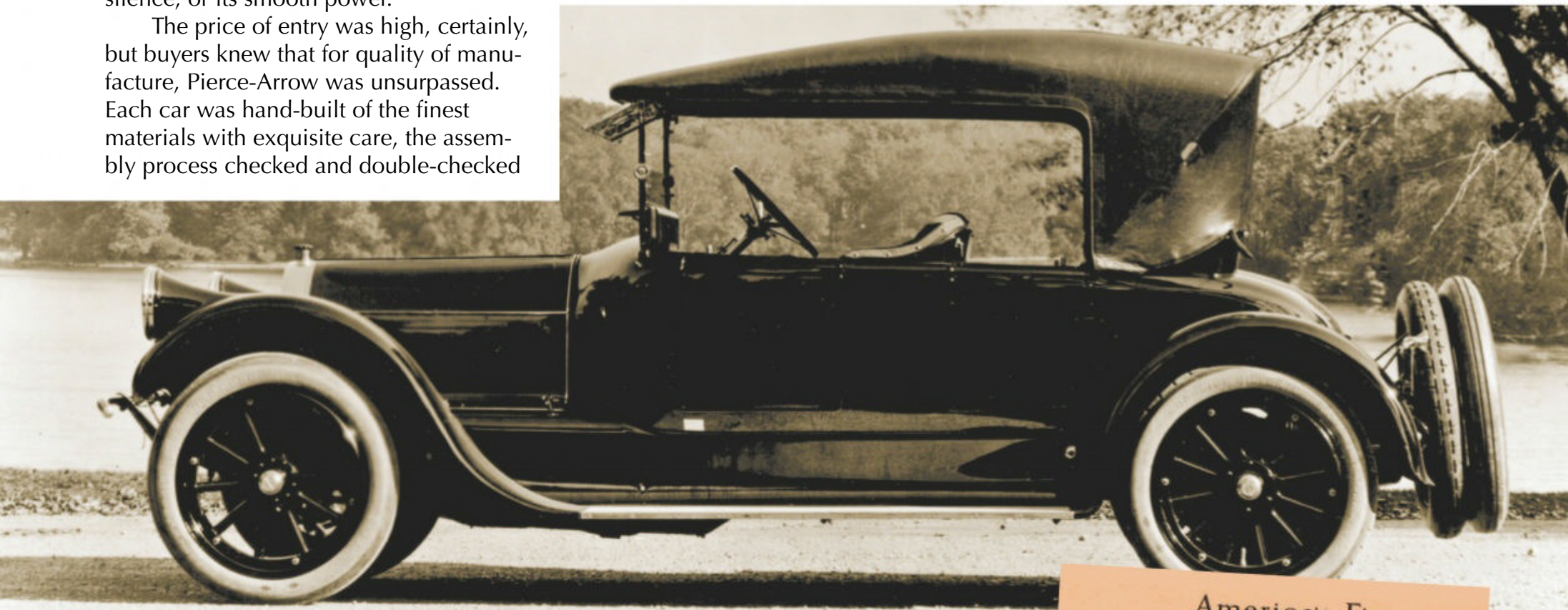
at \$4,000, the Great Arrow established Pierce in the nascent luxury car segment. By the following year the Great Arrow had become the mainstay of the company. Management dropped the lower-priced Stanhope in 1906, focusing entirely on high-priced luxury cars. That year's Great Arrow was offered in two series: 28-32 hp and 40-45 hp. During the same year, work began on a new Pierce automobile factory building that would eventually grow to 1.5-million square feet of floor space.

It needed the space: In 1907, the company produced 400 of the 28-32-hp cars (priced \$4,000-\$5,000) and 500 of the 40-45-hp models (priced \$5,000 to \$6,250). The factory also built 100 of the new 65-hp six-cylinder Great Arrow Sixty-Five, a luxury car of staggering greatness on a regal 135-inch wheelbase. Few cars could approach its grace and elegance, its silence, or its smooth power.

The price of entry was high, certainly, but buyers knew that for quality of manufacture, Pierce-Arrow was unsurpassed. Each car was hand-built of the finest materials with exquisite care, the assembly process checked and double-checked



**This 1919 presidential limousine served President Woodrow Wilson. Notice the elegant pillar-mounted coach lamp and the raised roof section over the rear door.**

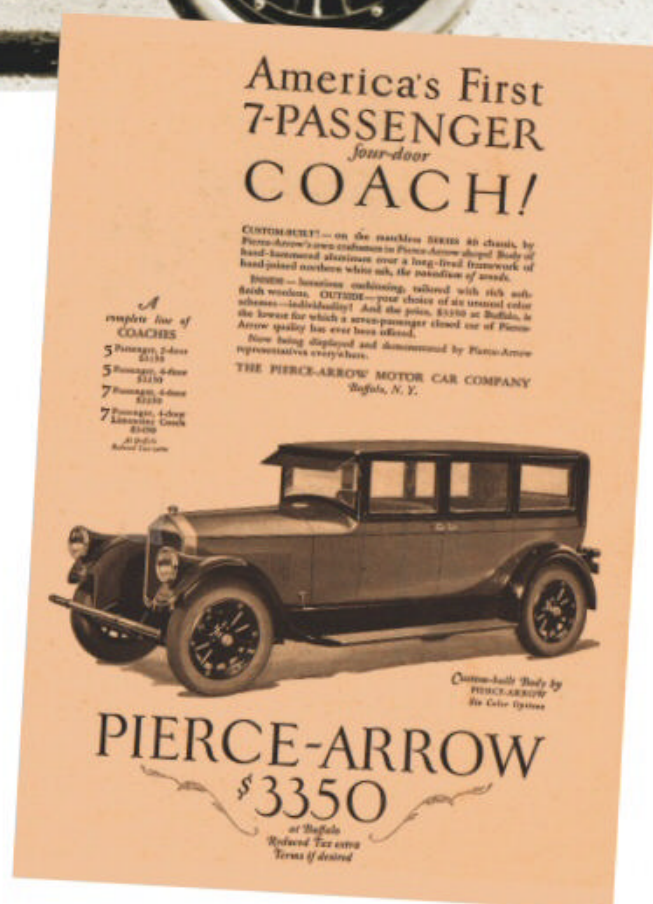


**More prosaic was this 1920 Pierce-Arrow Touring Car, priced at a lofty \$7,250. Pierce was struggling with stagnant sales by this point, and a new management team came into power.**



**Left: In an effort to grow sales volume, new lower-priced models were introduced, and prices reduced on other models in the line. This 1923 Pierce-Arrow Model 38 Touring Car carried a price tag of \$5,250.**

**Right: The Pierce-Arrow Series 80 was the lowest-priced offering for 1926. This sharp seven-passenger sedan cost just \$3,350.**







**Still another presidential Pierce-Arrow was this 1928 model, seen here with Presidents Calvin Coolidge and Herbert Hoover.**

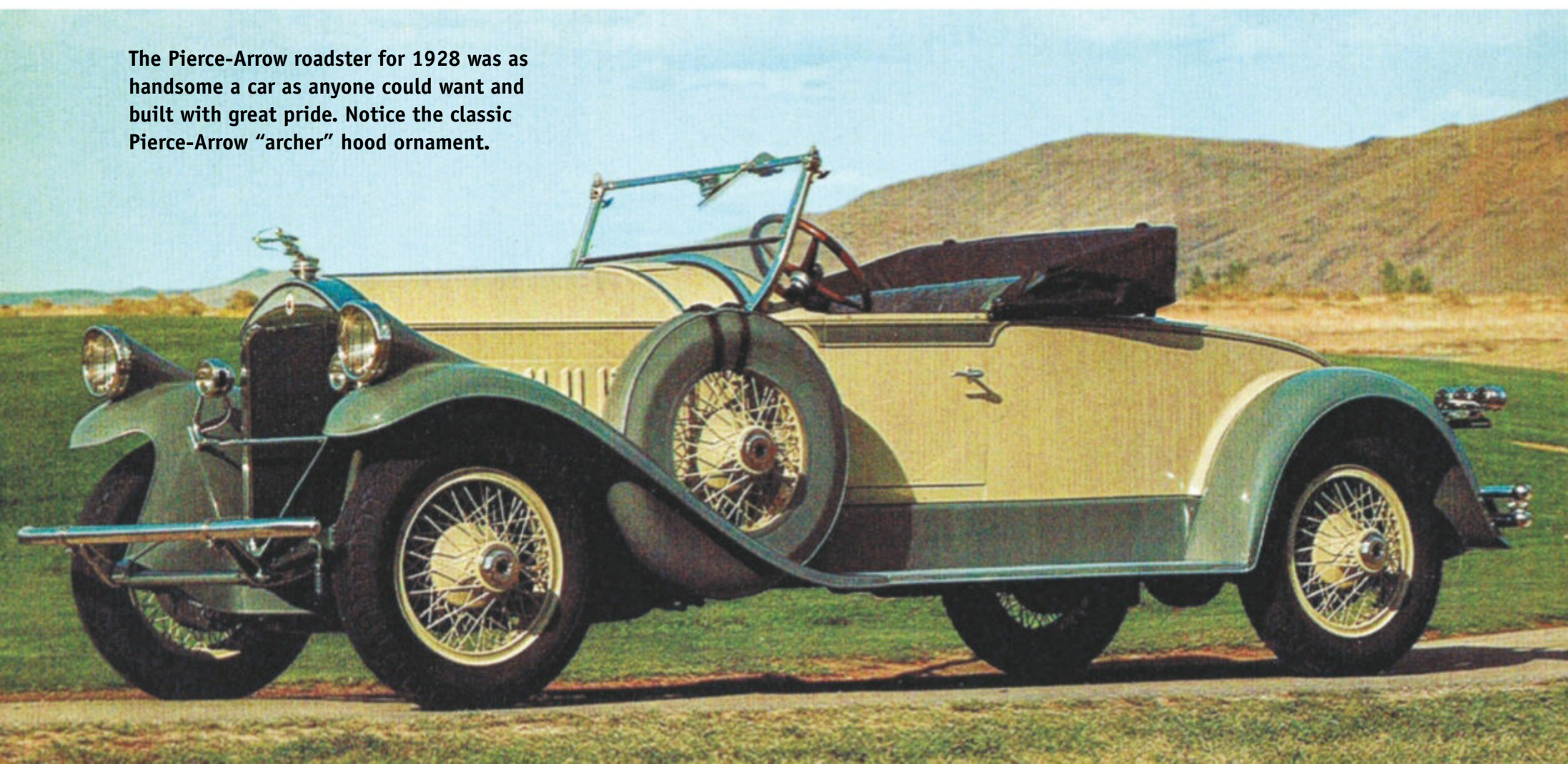
prior to exhaustive testing and retesting before being released to the buyer.

The Great Arrows boasted bodies made of large aluminum castings and flanged panels, riveted together for enormous strength. In addition, the engine crankcase, oil pan, intake manifold, and transmission housing were also made of aluminum.

Recognizing the prestige carried by the Great Arrow name, in 1909 the company changed its name to the Pierce-Arrow

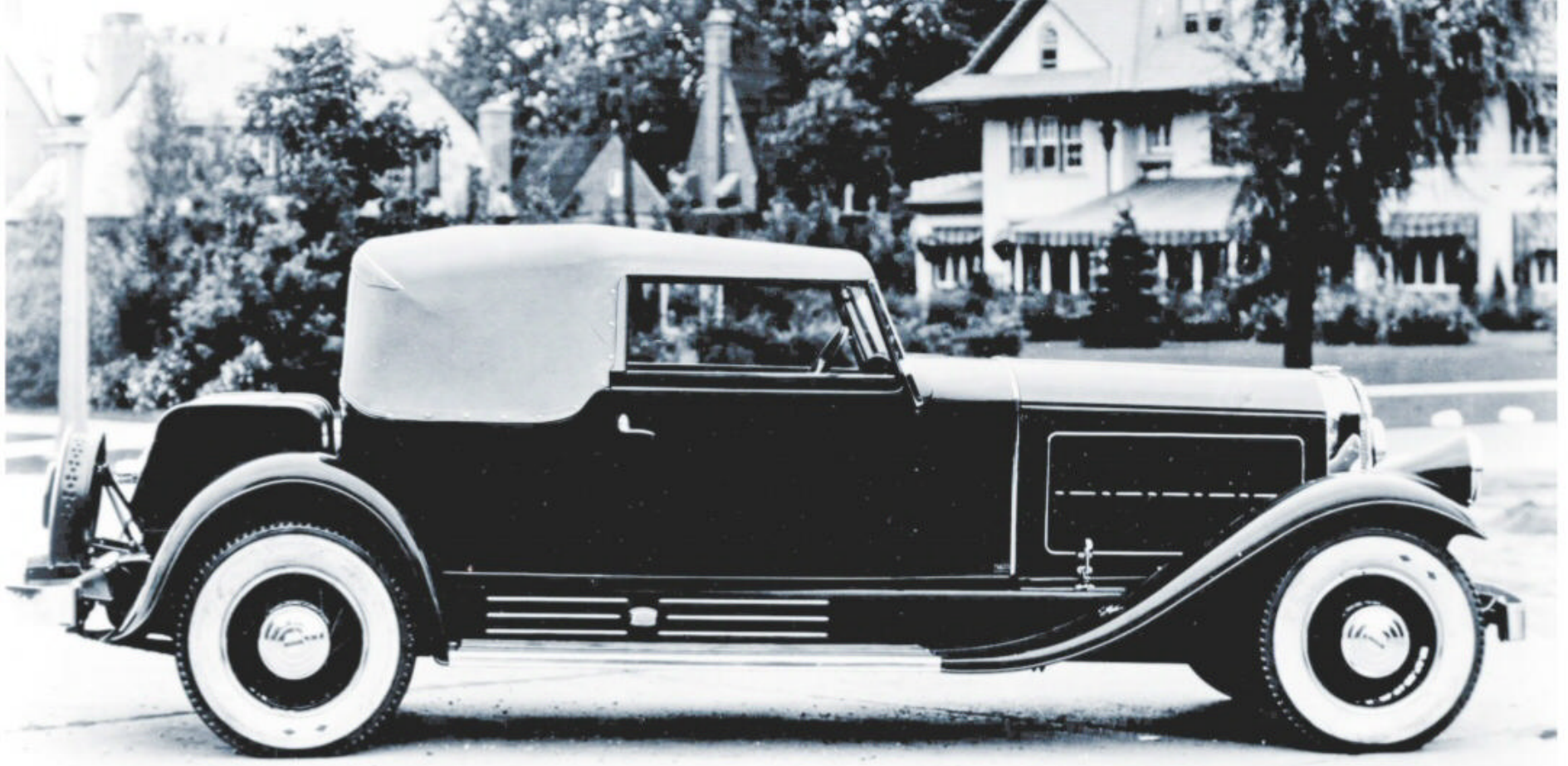
Motor Car Company. That year the company offered five distinct model series, with prices ranging from \$3,100 to \$7,100. In 1910, George Pierce died; son Percy Pierce had earlier left the company, so Colonel Clifton and the board of directors were now in charge.

The 1913-1914 Pierce-Arrow Model 48 B-2 introduced a new patented headlamp arrangement, in which the lamps were mounted in metal pods that sprouted from the front fenders. This allowed the lamps to sit higher, wider apart, and more



**The Pierce-Arrow roadster for 1928 was as handsome a car as anyone could want and built with great pride. Notice the classic Pierce-Arrow "archer" hood ornament.**





**This very stylish 1931 Pierce-Arrow had been fitted with a convertible coupe body by coachbuilder Rollston.**



**Coachbuilders loved to create designs for the luxury Pierce-Arrow chassis. Seen here are a 1932 Pierce Model 53 LeBaron-bodied convertible and its lucky owner.**

forward, for greatly improved nighttime illumination versus the conventional bracket-mounted type.

In 1913, the three leading luxury cars in America were unquestionably Packard, Pierce-Arrow, and Peerless. Then, in 1914, Cadillac, previously a minor player in the high-end luxury segment, introduced its revolutionary V-8 engine in a bid to move higher into the top ranks. The following year, Packard brought out its legendary Twin-Six V-12 models. Pierce-Arrow's management, unfortunately, dismissed both of these competitors' efforts as mere fads. Hidebound, it took the position that a true luxury car should be powered only by a smooth, quiet, inline six-cylinder.

This stand would cost it more than it could ever have guessed, because the age of the six-cylinder luxury automobile was drawing to a close.

An innovative four-valve-per-cylinder "T-head" six-cylinder engine was introduced in 1918 Pierce-Arrow cars to provide more power, but it wasn't as exciting as a V-8 or V-12 and sales lagged. To streamline production, only the Model 48 was built for 1919.

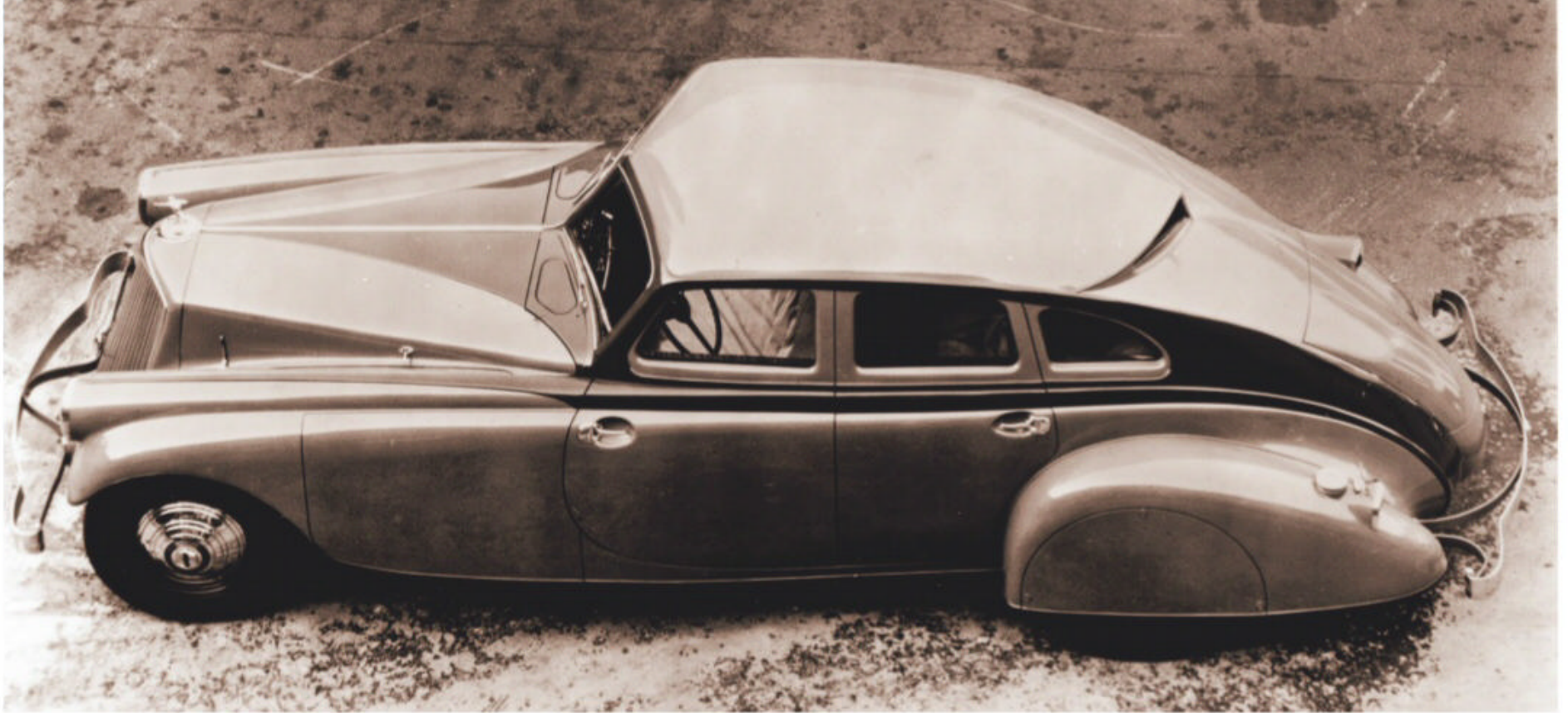
Like Packard, Pierce-Arrow also produced a line of heavy trucks, and when World War I broke out, the company was flooded with orders, leading to another expansion of production capacity.

After WWI ended, much of Pierce-

Arrow's senior management retired and new management was brought in, bringing with them hopes that the company could begin to grow its sales volume, which was languishing around 2,000 units per year. In 1921, sales fell to just 1,444 cars, and bottomed out at 1,240 cars for 1922. Thankfully, work had already begun on a new and smaller six-cylinder car, which management hoped to sell in much higher volume.

Introduced in late 1924, the Series 80 had a modern 70-hp L-head inline-six and offered prices as low as \$2,895 for a snazzy Touring car, versus \$5,250-\$8,000 for the Model 38. The new Series 80 cars proved extremely popular, and some





Considered by many to be among the best-looking cars of all time is the 1933 Pierce-Arrow Silver Arrow sedan. A handful were produced, but by this point the company was in financial trouble and could not afford to put it into series production. Note the recessed door handles, fully integrated front fender line, and unique door cuts. The high-mounted split rear window inspired a Studebaker design cue.

5,231 Pierce-Arrows were sold in 1925, more than doubling the prior year sales. On the mechanical side, Pierce-Arrow continued to innovate, introducing vacuum-boosted four-wheel brakes in 1926—the first American car to offer power brakes. That year, sales climbed to over 5,600 units. They topped 5,800 in 1927, and 5,700 in 1928 when the company merged with Studebaker, which was looking for a prestige nameplate in order to expand into the luxury market. It seemed like a great idea—the following year, 1929, Pierce-Arrow introduced a new inline-eight engine, and a satisfying 8,422 Pierce-Arrow cars were sold for the year.

There were problems, though. Pierce-Arrow's styling was too conservative, in an era when styling was becoming very important. In addition, upper-class buyers now expected larger multi-cylinder engines. To stay competitive, Pierce engineers began work on a new V-12 engine. Before it arrived,

unfortunately, the Great Depression hit. Sales began to fall. The 1930 calendar year results weren't too bad—nearly 6,800 cars were sold, though that was spread among three series (all powered by inline-eights) and four different wheelbases. But then the total dropped to 4,522 units in 1931. In 1932, Pierce-Arrow unveiled its new V-12 engines in the Model 53, which offered 398 cubic inches and 140 horsepower, and in Models 51 and 52 was a 429-cu.in. version producing 150 hp. These were absolutely magnificent automobiles and, because of the poor economic conditions in which they were released, were also priced very reasonably; a five-passenger Model 53 Club Brougham was tagged at \$3,650. At the top of the line, the 147-inch-wheelbase Model 51 limousine was \$6,300. However, 1932 was near the bottom of the Depression, and just 2,692 Pierce-Arrow cars were sold that year. In 1933, a failing Studebaker sold Pierce-Arrow to a group of Buffalo area



Like other luxury car makes, Pierce-Arrow introduced a 12-cylinder engine, though it was a bit late to the market. This 1935 Pierce-Arrow Twelve coupe is a striking design on an elegant 138-inch wheelbase, yet was priced at \$3,295, a considerable bargain.





**This 1935 Pierce-Arrow five-passenger sedan had an interesting blind rear quarter window. Note the coach-style doors.**

businessmen, and Pierce-Arrow was once again independent and responsible for its own future.

During 1933, Pierce-Arrow unveiled one of the most fabulous cars of that incredible decade—the magnificent Silver Arrow, a concept of what the future could bring from Pierce-Arrow. Designed by Phil Wright, it was described as the car of 1940—in 1933. Finely wrought and achingly beautiful, five examples were produced prior to the breakup with Studebaker. However, the lack of necessary funds for tooling meant that Pierce-Arrow couldn't put the Silver Arrow into series production. From that point on, it was all downhill for the grand old firm. The company's breakeven point that year was about 3,000 units, but despite the brilliance of the cars, just 2,152 were sold during the 1933 model year. For 1934, sales fell further to 1,740 cars, despite an improving economy. In 1935, sales were 875, thus Pierce-Arrow was essentially finished. It had scheduled

a new design for 1936—and it was a good one—but despite the newness, sales continued to fall. In 1937, the company offered five distinct series and four different wheelbases, with a choice of eight or 12 cylinders, and outstanding quality—yet Pierce-Arrow sold less than 200 cars for the entire year. A small number of 1938-spec cars were produced—well under 85 according to reports. That May, the company was sold at auction, and that was the end.

By that point it wasn't that the economy was bad; indeed, 1937 had been a good year for markets. The fault lay strictly in the whims of people. The day of the cost-is-no-object luxury car was ending and there simply wasn't enough of a market left to support all the great cars that could be built. Peerless expired in 1931, Cunningham in 1928, DuPont in 1932, Duesenberg in 1937, and Pierce-Arrow in 1938. It was sad, it wasn't fair but, unfortunately, it was reality. 🐼



**A lovely 1936 Pierce-Arrow convertible sedan. By this point, the company was nearing the end and production was less than 1,000 cars per year. Production would finally halt for good in 1938.**





# D&D Classic Auto Restoration

*A humble start turned a Pebble Beach winning effort into a respected name in the collector-car restoration industry*

BY MATTHEW LITWIN • PHOTOGRAPHY BY RICHARD LENTINELLO

It's not often someone hits a grand slam the first time at bat in a major league baseball game. The same could be said of a trophy presentation at a major show within the collector-car community, but that's what happened in August 1987 when Dale Sotzing and Dave Meyers presented their client's 1937 Bentley—one bodied by Erdmann & Rossi—to the judges at the world-renowned Pebble Beach Concours d'Elegance. After scrutiny, it was announced that the Bentley won its class, leaving the duo—and the owner—elated, while instantly putting D&D Classic auto restorations on the car collector map.

Founded in June 1985 by Dale and Dave, the Bentley was their company's first project, completed in time for the famed

West Coast concours. The icon of British motoring was a fitting subject, as the duo had opened their humble three-car facility, located in Covington, Ohio, to specialize in the restoration of automobiles from the high-hallowed halls of Bentley and Rolls-Royce. The blue ribbon from Pebble Beach was icing on a cake made from dreams, hard work, dedication, and ambition—hallmarks of which carried over to other Full Classics that were integrated into their portfolio.

In the ensuing years, D&D's work gained notoriety, in part due to a string of class and best of show wins within the concours community, prompting Dale and Dave to expand into a second, and then third, building, which housed











a mechanic's shop, and final assembly/showroom space, respectively. In 1991, Roger James joined the ownership, bringing a vast knowledge of aviation restoration, several aspects of which translated to the elegant automotive designs of the Art Deco era. By 1998, Dave launched D&D Brightworks (now Brightworks), driven by the need for a detailed chrome plater. Then, in 1999, the company welcomed Mark Kennison to the ownership team via D&D Design Studio, whose expertise lay in the field of metalworking and computer-generated three-dimension design.

"While Dave has since retired from the company, the legacy he started with Dale has expanded into eight buildings

on two campuses in town totaling more than 45,000 square feet of space," explained Mark, who went on to describe the complex. "Across town is our Vintage Garage where we conduct restorations of British cars. Our Design Studio has two buildings where we specialize in the development of coachbuilt designs with our 3D printing, computer work, scanning, and model building. It also houses our research library, where we can dig into the history of the subject matter delivered to us. The other structure is where we do all the metal shaping; we've also got a pattern room to create all the woodwork and station bucks. The original building is what we currently use as the body shop. Another houses our assembly and

disassembly work areas—a showroom and a place where the final finish work is done. This building also has a paint booth. We have another paint booth in the body shop, but it's used for primer and the basic bodywork of a restoration. We have a building set up just for mechanical work, such as engine rebuilding, and another that manages upholstery work."

This arrangement offers campus-like workspace logic in more than one way. "An advantage we have with multiple buildings is that it separates dust and noise from each stage, and if we should have an unfortunate calamity of some kind, it's potentially contained in one building, not the whole complex. Yes, as the business grew it added buildings, but it enables





D&D's restoration projects are quite diverse; they include this 1952 Dodge pickup (top left); a 1932 Auburn Speedster recreation (bottom left); a 1937 Cord (top right); in-house crafted wood forms to create rear fenders (center); and a 1938 Lea Francis (bottom right).



us to move a project from stage to stage without impeding on others. For instance, the body shop tends to be a messy operation and you don't want that right next to brand-new upholstery."

It also bodes well for the company and its current roster of 25 employees, who have expanded their restoration experience beyond the Full Classics. According to Mark, "While a lot of our core business is the Classics—we're restoring four Packards, and we just completed a Lea-Francis and a Rolls-Royce 20/25—there's been a shift in some of the work we see. We've restored everything from street rods to muscle cars. For our latest project, we are partnering on a 1923 Packard Indianapolis 500 race car;

it's a confirmed car with history, except that it was raced into the early 1950s in different guises. There were a lot of parts on it original to the car and many that were added to it. We looked at historical documents to investigate what should be there and what needed to be done to restore it to 1923 livery, including reverse engineering the body through our design studio since the original was gone. It's been challenging, but it's what we can do as we work into, and look at, the future of the old-car industry."

Like others, D&D is exploring the health of the hobby and ways to keep the spirit of restoration, and ownership alive.

"The trick is to see what things are going to look like in the next 20 years,"

Mark said. "Will there be an interest in a 1903 Olds, or a 1932 Packard? What impact will autonomous cars have, and how will this affect the need for skilled craftsmen who can reshape metal? Ideally, we open an avenue to further the studies obtained at the college level, such as McPherson. I like doing hand coachwork myself, but I would love to be able to take a brand-new Tesla chassis and create a new coachbuilt body for it, like what craftsmen did 80 years ago. That's as modern as you can get with skills that have been passed down through the generations. I hope we can continue that tradition, and all of those associated with restoration, whether they are restoring a Classic or something far newer." 🐞





# POWER FOR PEACETIME

*A 1967 Dodge Power Wagon survives to represent the breed's legacy*

WORDS AND PHOTOGRAPHY BY MIKE McNESSOR





**T**he trailblazing Power Wagon is a pillar in the pantheon of off-roading greats. Forged in the fires of World War II, Dodge's rugged four-wheel-drive emerged in civvies for 1946 to fill the peacetime need for an all-purpose, all-terrain one-ton truck. When armed with front and rear power take-offs, a winch, or any of an array of implements, the Power

Wagon could serve as a mobile power unit, snowplow rig, tow truck, farmhand, and more. Its surefootedness and versatility combined with anvil-like reliability and simplicity made it the go-to machine for severe duty. Even when Dodge introduced a Power Wagon with a more civilized cockpit in 1957, the flat-fender rigs remained a favorite among hardcore off-roaders.

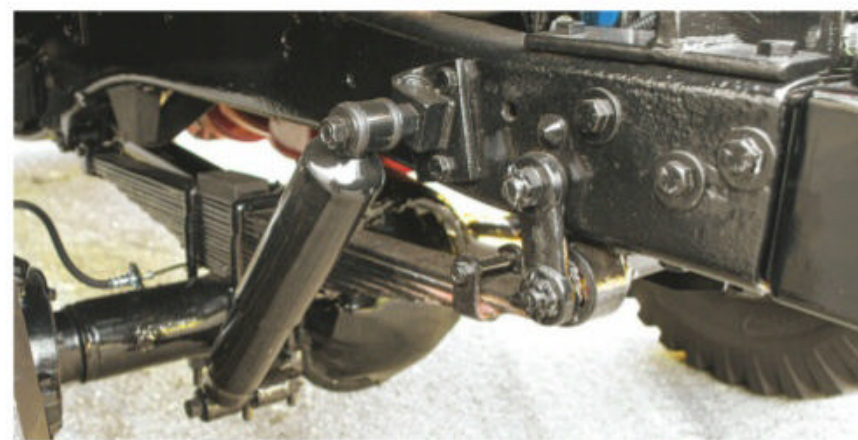
The iconic truck soldiered on domestically until 1968, when decreased demand, and a flathead engine doomed by stricter emissions laws, forced its retirement. Internationally, the truck was offered until 1978 under the Fargo and De Soto banners.

Powering the final editions was Dodge's 125-hp 251-cu.in. L-head straight-six that replaced the 230-cu.in. engine in





**The factory 251-cu.in. L-head six-cylinder engine was rebuilt to stock specs during the truck's restoration and breathes through a Carter one-barrel carburetor. The axles were originally packed with 5.83 cogs but have been upgraded to 4.89s for some additional road speed. The front axle of this truck was also retrofitted with disc brakes and it stops with authority today.**



1961. A four-speed transmission and two-speed transfer case—both New Process units—were standard issue throughout the truck's lifespan. The Power Wagon changed very little during its 20-plus-year run, but there were some notable improvements. For 1951, there was a new cargo box, and tweaks to the chassis, as well as rubber body and engine mounts. The 1955 Power Wagons got 12-volt electricals, while power steering became optional in 1956 and power brakes in '57.

This month's feature truck—a 1967-vintage WM300—was painstakingly restored by its former owner George Beebe of Pleasant Valley, Connecticut. George owned the truck at the time we photographed it, but a need to downsize forced him to sell it by the time this issue went to press.

He purchased the truck in 2008 and spent about six years bringing it to its present condition, mixing in some subtle updates and custom touches along the way. "When I bought it, it was in one piece, but it was well used," George said, "the way you find most Power Wagons."

Owning one of these legendary trucks had been a lifelong dream of George's inspired by a childhood memory. "When I was a kid, my uncle was the town water

commissioner and his department had an early Power Wagon," George recalled. "That was their service truck—they had an air compressor mounted in the back that ran off the PTO and that's how they powered their jackhammers. They carried all their tools in the back and had a trailer that they pulled with it. It was just a real workhorse."

George tackled the restoration himself, farming out only the upholstery work, and approached the job in a very methodical, organized fashion that yielded professional results. "I took a lot of photos and focused on doing just one piece at a time," he said. "If you're trying to do several things at once, you lose track and never get anything done. When I did the engine, for instance, I started by disassembling, measuring, and cataloging everything. I didn't do anything else until the engine was done and then it got put aside. I moved to the transmission and did the same thing: I disassembled it, cataloged everything, then rebuilt it."

Years of hard work and a life out in the elements had taken a toll on the truck's cab and box—all of which required significant repair. "I took the cab and had it dipped to remove all the old paint," George said. "The floor behind the driver's seat, where there's a cab mount, was pretty rusty, so I

had to rebuild all of that. There's a compartment (above the windshield) housing the wiper motor and the mice just love that. So, I had to drill out the spot welds, remove the entire piece, cut out the rusted sections, make new ones, and weld them in."

George also installed reproduction kick panels and bought a set of solid used doors that could stand in for the originals. The bedsides, too, had to be replaced with used pieces while a reproduction headboard, tailgate, and bed floor completed the box. Both of the truck's rear fenders were in tough shape, so George tracked down an NOS piece for the driver's side, then used it as a guide for making patch panels to repair the passenger's side. "I think I spent a month just on that right-side fender making the patterns, making the pieces, welding the pieces in, getting the dents out, then filling, priming, and sanding," he said.

Once the metal and bodywork was complete, George settled on a color similar to the Mack Blue paint on a friend's truck and applied it himself in Dupont Centari acrylic enamel. The fenders, bumpers, running boards, wheels, etc. were finished in black enamel.

During the reassembly, George added cowl- and taillamps that would've been



used on earlier Power Wagons, as well as more modern signal lights with amber lenses mounted to the radiator surround. Inside, he had the seat upholstered in an updated black cloth and the door panels covered in coordinating black vinyl. Underneath, George added a dual-chamber brake master cylinder and front disc brakes for safety's sake, as well as 4.89 axle cogs in place of the original 5.83s.

Driving this mostly stock Power Wagon on today's roads is a rare treat, but takes a little forethought and planning. First, you sit and wait roadside for what you hope will be a long pause in traffic, and then make your move. The floor-mounted left pedal takes some getting used to, as you double-clutch between gear changes, as does the high and right position of the gas pedal. The steering isn't onerous once you're rolling, but doesn't inspire impromptu three-point-turn demonstrations, either. The ride too is okay—typical of a twentieth century, heavy-duty leaf-sprung 4x4. The Power Wagon's 126-inch wheelbase helps smooth things out a little in that department, and loaded, it'd be just right. What strikes you most is the Power Wagon's lack of power. Deep gears give the flathead some leverage, but it could definitely use more juice to overcome the truck's mass and moving parts. Mired in mud or deep snow, with the transfer case in low and the front axle engaged, the six probably feels a little gutsier, however.

This Power Wagon's days of hard four-wheel-drive use are behind it now as it



will likely remain in the hands of collectors and careful caretakers. George said he had second thoughts about selling the truck, but inevitable life changes forced the move. His careful restoration work on this old civilian warhorse left an indelible mark on it, though, and will allow this off-roading great to live on. Hopefully it's legend will be shared for years to come with future generations of four-wheel-drive enthusiasts.

"It was more a labor of love than anything else," George said. "It was just something I always, always wanted." 🐾

**Interior upgrades included upholstered door panels and cloth seating surfaces. An array of sticks control front axle engagement, transfer case high/low gears, and power take off to drive the Braden winch. The four-speed gear box and transfer case are New Process units.**





# One-Ton Project

## *Completing the 1938 Ford “Tonner” Express dealer demonstrator— Part II*

**WORDS AND PHOTOGRAPHY  
BY MATTHEW LITWIN**

RESTORATION PHOTOGRAPHY  
COURTESY OF ROBERT EVENSKI

To simply refer to Ford’s 1938 truck line as “redesigned” almost does the effort no justice. Engineering went all out, completely revamping the exterior and adapting newly minted Society of Automotive Engineers standards implemented to benefit the truck industry. Ford’s result was arguably a resounding success.

The most obvious change was visual. A new cab design provided a larger greenhouse and more space for a modern instrument panel. Its cowl then permitted Ford to incorporate the truck industry’s first front-opening hood, which in turn led to smoother front fenders. The styling update was complemented by a striking oval grille.

Below was a re-engineered chassis with a longer wheelbase, 134 inches on the 1½-ton trucks (versus 131.5 inches), that added more cabin space, plus new wheel and tire sizes, brake system, and engine enhancements.

These hallmarks were carried over to the division’s reintroduced 1-ton line, which had been absent from Ford since the last Model TT a decade prior. The new “Tonner,” as they were known, was intended to recapture light-duty sales. Engineering downsized the 1½-ton truck, rather than enlarging the commercial car chassis. Though visually identical, the new 1-ton sat on a 122-inch-wheelbase chassis, along with 17-inch wheels, a mechanical brake system and an

85-hp, 221-cu.in. V-8 engine. Minute adjustments were made to the nose and fender designs, as well as a unique 8-foot-long, 4½-foot-wide cargo box.

To help promote the Tonner’s introduction, of which a total of 4,671 were built, a small number of

“demonstrators” were sent to authorized dealers nationwide, replete with the optional two-tone Deluxe Equipment Package. It upgraded the exterior with a chrome-plated grille, windshield frame, wipers and outside rear view mirror, and also provided Demonstrator Yellow paint







on the fenders and wheels, along with a trio of Demonstrator Yellow pinstripes against black body paint.

One of these demonstrators, a Model 81Y Express, was shipped to Callan Ford in Odell, Nebraska, fitted with a four-speed manual transmission,

4.11:1 final drive ratio, heater and split rear window, where it was spotted by local grocery store proprietor Henry Weiner. His visit to the dealership was prompted by a proposed rail freight rate hike of 29 percent. Rather than pass the increase to his customers, Henry bought

the demonstrator and used it to haul goods from the supply warehouse in St. Joe, Missouri, to Odell, a 120-mile round trip. This was one small part of the Ford's vast history that current owner Robert Evenski uncovered after purchasing the truck in June 2014.





In part one of this story, the cab's preparation for paint had already been completed. Now it had been given three coats of U-Tech single-stage polyurethane black paint, which was wet sanded to smooth perfection using the common step process.



The plan was to use both original front fenders, but the right side had suffered far more ding damage, making repairs difficult. A little searching and luck supplied a replacement in better condition, though a skim coat of filler, seen here, was still needed.



After the fender work and prep had been completed, three coats of PPG Concept DCC acrylic urethane matching the Demonstrator Yellow paint was applied. The single-stage paint was then wet sanded smooth, again using the common step process.



In January 2016, the Ford's chassis was carefully loaded onto a trailer in order to receive the repainted cab. The chassis was restored with regard to the driveline and suspension systems, whereas the brake and steering systems needed to be completed.



The shop that oversaw the cab's body and paintwork also assisted with its return to the chassis. Fabricated mounting blocks and new hardware expedited the process, though the team was still diligent in perfecting the body to chassis alignment.



A close look revealed a lot of subtle work had been done after the cab was mounted to the chassis, such as the installation of the exhaust system, doors, windows, cab pinstripes, and cargo box crossmembers. A trick of lighting made the wheels look orange.





Using an engine lift, a pair of hydraulic jacks, blocks of wood and thick moving blankets, the cargo box—completed but still in primer—was carefully test-fit against the cab and chassis. Note that the front end of the Tonner was nearly complete.



After confirming the cargo box alignment against the rest of the Model 81Y Express, it was given three coats of U-Tech polyurethane black paint. It was then wet sanded in stages, like the rest of the Ford, using 1500-, 2000-, and 3000-grit paper.



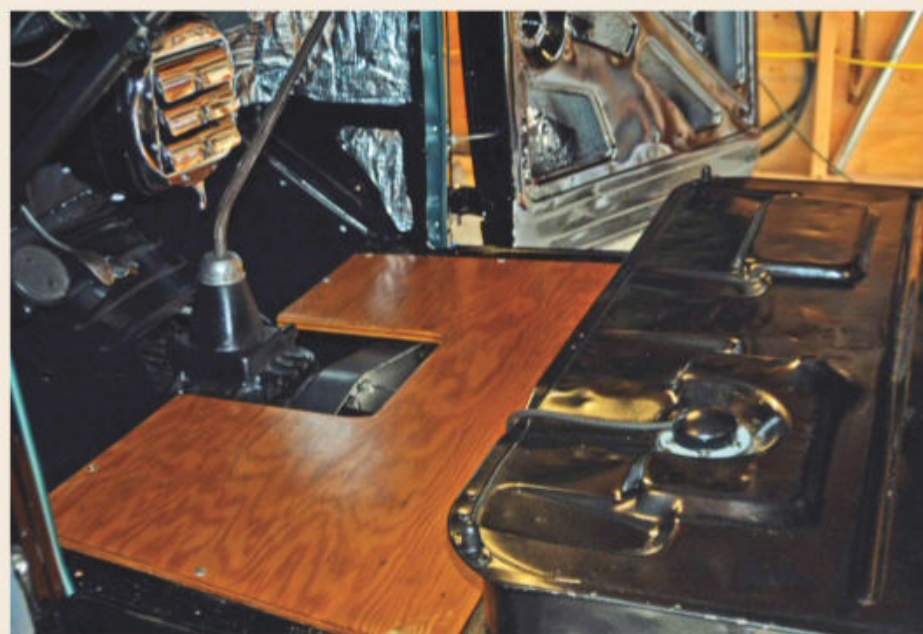
Once the paint had cured, been wet sanded and subjected to final buffing and polishing, the wooden crossmembers—seen fit against the chassis in prior images—were secured to the cargo box, demonstrating the importance of the restored mounting lip.



The same methods used to test-fit the cargo box against the cab and chassis were used to mount the nearly complete subassembly. Note that the restored running boards had been installed but remain protected by thick moving blankets.



Once the cargo box had been properly aligned and mounted to the chassis, finish work could resume, including the installation of newly fabricated and varnished bed planks. Stainless strips and fasteners were also used to complete the cargo box.



In the cab, final wiring connections were made, and the steering system was completed. A new floorboard was fabricated and secured. Next on the list was the last element needed to complete the truck: new reproduction upholstery.





housed new spark plugs, but a shattered distributor and damaged starter prevented the V-8 from firing. The V-8 was partially disassembled while secured to the frame, making the short-block's subsequent removal—along with the manual transmission—a snap. Within eight weeks, the truck had been completely disassembled to a bare frame, with every component bagged and/or tagged. Then reality hit.

"I got to the point where I said, 'Okay, I need to get some of these parts out to people who have the knowledge to restore them. I can do a certain amount of work, but I'm not a painter, I'm not a body man, and I've never rebuilt an engine. Those kinds of things were beyond me,'" explained Bob.

The V-8 was sent to Rich Bickel Flatheads, in Edgerton, Wisconsin, for a rebuild that included a .030-inch overbore. It was then reassembled to otherwise factory-stock specs using new components and a rebuilt two-barrel Stromberg carburetor.

While the engine was being rebuilt, the original four-speed manual transmission was overhauled, and a new 11-inch clutch was included. Meanwhile, CT Axle & Spindle Repair, of Ellington, Connecticut, rebuilt the differential. All of this was accomplished while Bob oversaw the media blasting, painting and eventual restoration of the damage-free frame, along with its suspension, brake and steering systems.

Concurrent to the mechanical and chassis restoration work, Bob had the body panels, cab and cargo box



**The original gauges were restored by John Wolf & Company Inc., of Willoughby, Ohio. The instruments complement the reproduction interior upholstery perfectly.**

As we conveyed in part one in last month's issue (*HCC* #188), Bob—as his friends call him—had retired two years prior and decided to attempt his very first restoration. The Collinsville, Connecticut, resident contemplated project options—everything from a tractor to a foreign sports car—but he soon settled on a prewar truck. A few months later, he found the Ford for sale on the internet in a condition and at a price that suited him.

Bob wasted little time in starting the project, documenting its condition and the few missing parts—including a nearly impossible-to-find tailgate—with detailed notes and photographs. Extensive power washing first eliminated grime and grease, helping expedite part of the disassembly process, during which another endless stream of detailed digital photographs were taken.

As disassembly progressed, Bob determined that the Ford's engine



**Below the Tonner's new-for-1938 front-opening hood, the 85-hp, 221-cu.in. "flathead" V-8 sits low and somewhat snugly against the front-end metal.**





**R**estoration work is involved, in terms of how much time, energy, and effort it takes to fabricate pieces, weld them in, and prep them for paint. I've got 10 coats of varnish on the bed wood, and that took time, but it's nothing to the amount of time bodywork consumed. My advice is be prepared to wait. Also, don't think you have enough notes. No matter how many you take, and how many pictures you take, there's always one picture, or one note, that you didn't. When you're putting it back together, you'll wish you had. Despite some of the challenges, I'm considering another project; possibly an older MG TD or TC, and done to a level that I can say let's drive this.

media blasted. As they were returned, he contracted with Bob Madeux of Bob Madeux Auto Restoration (now closed) and Ted Olenski of Ted's Auto Restoration to manage different sections of the truck's body and paint work; a stage already underway at the conclusion of part one of this saga. Let's pick up the story, first with Bob Madeux's work on the cab, doors and hood at his Connecticut facility, prior to his recent career change.

"Bob was the gentleman who set the tone for the restoration's direction. Being a relatively rare truck, and a demonstrator, he felt it should be done to a concours standard, so it evolved from my initial 'fix-it-up' vision quickly. There wasn't any rot on the cab, so he could jump right into prep work for paint, which consisted of a base coat of epoxy primer to seal the bare metal, followed by a skim coat of filler, ample sanding, and several coats of high-build primer. After even more sanding and a final coat of primer, he applied single-stage U-Tech black paint on the cab. The same steps completed the doors and hood.

"I delivered the cargo box to Ted's

shop. It was a massive undertaking that required him to repair a four-inch section on three sides, where the mounting lip for the bed boards sat, as well as the inner fender wells. The rot was incredible," Bob recalled. "He also discovered the rear fenders had been cut, so he recreated new lower sections based on reference photos we found. Ted also took care of the front fenders, and a tailgate that I was fortunate to find through a friend. The cargo box and fenders received the same prep work as the front end and cab, except that the fenders were painted Demonstrator Yellow. He also did the pinstriping afterwards."

The cab was the first component to be completed and it was reunited with the chassis. Soon after, the cargo box was test fit prior to paint, enabling Ted to make any adjustments without damaging the finish. This small discrepancy in body section completion time provided owner Bob more time to finish the installation of new wiring and the cooling system, along with the restored running boards.

When the cargo box was painted, the chassis was fully ready to receive

the subassembly. Bob was then able to install new wood slats, as well as a new floorboard in the cab. The Ford was then delivered to Dave's Upholstery, in nearby Watertown, for its new interior. In late summer of 2019, the Model 81Y Express was completed.

"It was a steady five-year process on paper, but what I learned along the way was that there was a lot of waiting for things to come back to me, such as a rebuilt starter, replated trim and restored gauges. I filled the gaps by researching the truck's history, so that when it was finished in time for the 2019 Hemmings Motor News Concours d'Elegance I had a complete file on it, from day one to the show. It was a very rewarding experience working with such wonderful people and learning what it takes to see a restoration through. Imagine my surprise, then, when it won its class at the show. I couldn't have been more elated." 🐾





### Joe Feko

Junior Detailer  
Chevrolet Engineering Center

#### IN THE FALL OF 1961, I WAS AN

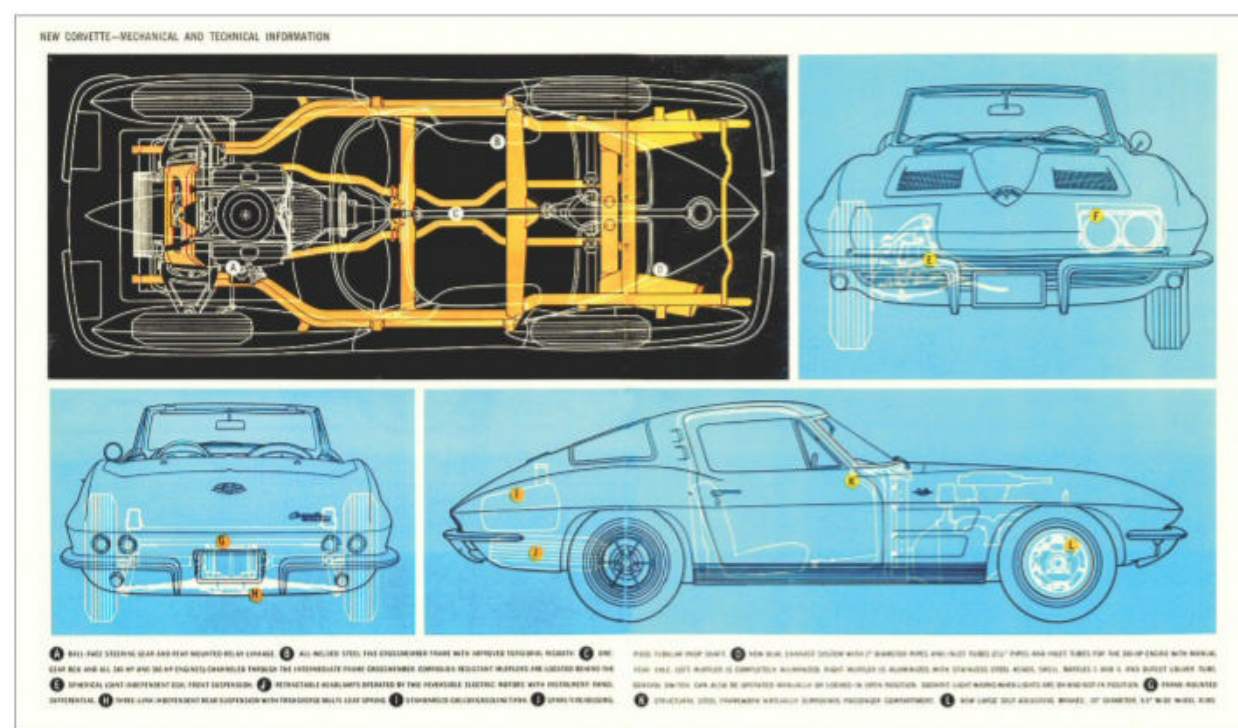
engineering student at General Motors Institute (now Kettering University). The school offered a cooperative education program that had me alternating between classes in Flint, Michigan, and work assignments at the Chevrolet Engineering Center in Warren, Michigan.

At Chevrolet, I worked on the drawing boards as a junior detailer. Detailing is the final step in the process of creating engineering blueprints for the manufacture of parts and components for new vehicles. Vehicle design starts in the design studios and, in those days, when a concept was finalized, the entire vehicle was drawn on large metal plates called layouts. This contained all vehicle information including all parts and sub-assemblies. Detailers took information from layouts to create individual parts drawings.

As a junior detailer, I was usually assigned to relatively easy tasks such as making drawing revisions, minor drawing corrections, and various drawing updates. Experienced detailers worked closely with the engineers and handled the more difficult and complex parts. They often made design-improvement suggestions during the detailing process. Detailers made design refinements and added the information required to make a finished engineering document. Detailing also served as a review process where parts were examined for conformance to design and manufacturing standards.

Everything was done on drawing boards—with pencils! There were no electronic drawing or design aids or 3D imaging in existence then. Drawings were done on Mylar sheets, a plastic reinforced translucent material. The sheets, one side of which was roughened to accept pencil lead, became the masters from which blueprints were made. By that time, blueprints were no longer blue, but white with blue or black lines. We provided our own drawing tools (compasses, scales, dividers, triangles, and mechanical pencils). I still have my Vemco Blue Dot tools, considered to be the best at that time. Chevrolet provided pencil lead and the Mylar medium.

Once a drawing was revised, or a new drawing completed, it was reviewed



for accuracy and drawing quality by a checker. Then, after additional approval, it was released for production. Detailers kept a log of all drawing assignments. My fellow junior detailers and I were using information and techniques in the real world that we learned in our mechanical drawing classes. This brought home the value of cooperative education and the satisfaction of actually putting classroom studies into practical use.

Junior detailers were also given the opportunity to make individual drawings from layouts. I was shown a partial layout of the not-yet-released 1963 Corvette Sting Ray. The layout showed all parts and sub-assemblies in the mid-portion of the car with the doors. Included was the side window crank mechanism and an access opening in the door inner panel for crank installation and service. The rectangular access opening was covered with a metal plate. My assignment was to find the cover plate and create an individual drawing of it. Just finding your part in the maze of lines on the layout was a challenge. I was coached on finding the pertinent information on the layout, and, as a junior detailer, my work was closely supervised. The part was a rectangle with a fold near one side with holes for screw retention. My drawing included the part dimensions, material specifications, and other information needed for manufacture. In reality, it was a very simple part to draw and would not require any design refinements or modifications.

By working with the layout, I was privy to information about future Corvettes. Clearly the layout showed a coupe version of the car. All previous Corvettes were convertibles only. The basic car dimensions and shape could be determined

by examining the layout. Just as there was speculation before the recent introduction of the mid-engine 2020 “C8” Corvette, many publications were offering opinions as to what the 1963 Sting Ray would look like before it was released.

So, there I was with knowledge that there would be a first-time Corvette coupe for 1963 and I had a fair idea of what the car would look like. But I was told that the layout I saw was confidential and was asked not to tell anyone about what I had learned about this completely new car. I remained true to this request, not even telling my school buddies what I knew about the future Corvette. “My” part went into production and became a component of all second-generation Corvettes from 1963 to 1967.

I could hardly wait to see the car that was still over a year away from first production. I dreamed of having one, but purchasing a new car as a student was out of the question. However, purchasing a used car was not. Being a Corvette fan for quite a while, I set out to look for an older Corvette. At that time, older Corvettes were treated, and priced, as ordinary used cars. So, in early 1963, as the Sting Rays were being produced, I purchased a red 1961 Corvette convertible (with a removable hardtop) and finished my engineering education driving a sharp, not too old, sports car. 🏁



**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.**





# 2020 GREAT RACE ROUTE

## SATURDAY, JUNE 20

**START:** Alamo Plaza (Alamo front), San Antonio, TX - 8 a.m. to noon  
**LUNCH:** Courthouse Square, downtown San Marcos, TX - noon  
**OVERNIGHT:** Santa Fe Plaza, Temple, TX - 4:30 p.m.

## SUNDAY, JUNE 21

**LUNCH:** Historic Courthouse Square, Granbury, TX - noon  
**OVERNIGHT:** Main Street, downtown Ardmore, OK - 5 p.m.

## MONDAY, JUNE 22

**LUNCH:** Heart of Route 66 Auto Museum, Sapulpa, OK - 12:15 p.m.  
**OVERNIGHT:** Main Street, downtown Joplin, MO - 5:00 p.m.

## TUESDAY, JUNE 23

**LUNCH:** Benton Square on East 5th Street, Rolla, MO - 11:45 a.m.  
**OVERNIGHT:** Main Street, downtown Cape Girardeau, MO - 5:15 p.m.

## WEDNESDAY, JUNE 24

**LUNCH:** Broadway and Water Street, downtown Paducah, KY - noon  
**OVERNIGHT:** Veterans Blvd., downtown Owensboro, KY - 5 p.m.

## THURSDAY, JUNE 25

**LUNCH:** Elizabethtown Sports Park, Elizabethtown, KY - noon  
**OVERNIGHT:** Griffin Gate Marriott, Lexington, KY - 5 p.m.

## FRIDAY, JUNE 26

**LUNCH:** Heritage Station, 11th Street, downtown Huntington, WV - 11:40 a.m.  
**OVERNIGHT:** Word Park, Neville Street, downtown Beckley, WV - 5:30 p.m.

## SATURDAY, JUNE 27

**LUNCH:** Main Street, downtown Galax, VA - 11:15 a.m.  
**OVERNIGHT:** Main Street, downtown Mooresville, NC - 5 p.m.

## SUNDAY, JUNE 28

**FINISH:** Hyatt Regency, Main Street, downtown Greenville, SC - 1 p.m.

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# My Uncle George

**MY UNCLE, GEORGE ADAMS, WAS A** Camel man. He was also a Pontiac man.

Camel cigarettes used to have a catchy advertising slogan that said, "I'd walk a mile for a Camel." I'm not sure if

Uncle George ever actually walked a mile for a pack of his favorite smokes, but I know he traveled more than 3,800 miles in 1953 to buy his favorite car: a Pontiac.

Uncle George proudly served in the

U.S. Army Air Force during World War II, and continued on (with the renamed Air Force) as a flight instructor through the 1950s. I was told that he truly loved flying planes, especially P-51 Mustangs, and





bled Air Force blue. George, along with his wife, my Aunt El, hopped around various bases in Texas and California before being stationed at Elmendorf Air Force Base in Anchorage, Alaska, in the early 1950s.

I'm not sure of all of the details (Uncle George died in 1991, and before my aunt passed away in 2017, she shared this story with my mother), but my rather homesick aunt and uncle wanted to visit family in Virginia during Easter weekend in April 1953. And my Uncle George wanted to make that trip in a new Pontiac.

After checking around on delivery options to Anchorage, Alaska, the only solution that would work involved ordering the new Pontiac directly from the factory and picking it up in Pontiac, Michigan. So that's just what he did. Uncle George ordered a 1953 Pontiac Chieftain De Luxe four-door sedan in Milano Ivory. And because it reminded him of Air Force Blue, he ordered the car's top painted in a tasteful Stardust Blue.

I'm not sure if any strings were pulled, but the Air Force arranged for my aunt and uncle to make the 3,800-mile flight from Anchorage to an Air Force base in Michigan. I'm guessing they picked up the car at the old Pontiac factory on Baldwin Avenue, signed some papers, and were handed the keys to their new ivory-and-blue baby. I wish I could've been there to see that moment.

With its slightly bubbled rear fins, gleaming chrome, newly introduced one-

piece windshield, wide whitewall tires, and that cool, light-up orange Chief Pontiac hood ornament, my aunt and uncle's new ride was, as they used to say in the '50s, "real George."

And it didn't take long for the Adamses to break in their new Pontiac. They did, in fact, make the 700-mile trek from Michigan to Jetersville, Virginia, in time for Easter weekend. From Virginia, they traveled another 300 miles south to Spartanburg, South Carolina, to, as my uncle used to say, "visit for a spell" with even more family.

Once all the family gatherings were over, Uncle George gassed up the new Pontiac and drove himself and his wife all the way back to Anchorage; that's about a 72-hour, 4,290-mile drive on today's modern highway and interstate system.

I wish I could say I remembered Uncle George's '53 Pontiac, but I don't. (I do remember his green-and-white 1956 Pontiac and, later, an attractive Linden Green '67 Tempest.) Thankfully, my brother was able to uncover several color photographs that were taken during my aunt and uncle's first road trip with their new car.

In one roadside photo, Uncle George's new Pontiac is beautiful and spotless against a bright blue sky, and he's standing proudly beside it dressed in his Air Force blues. His shirt matches the Stardust Blue top of his Pontiac perfectly. Good color choice, Uncle George. Good choice. 🐞

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BY TOM COMERRO

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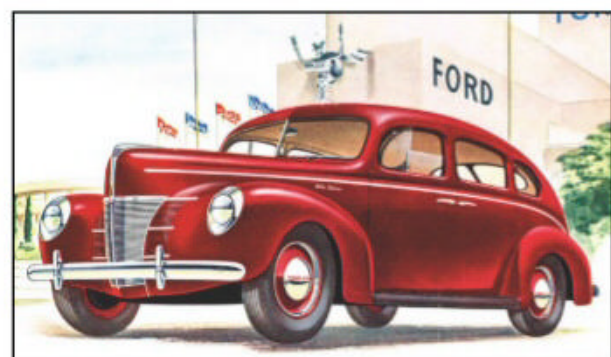
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**CADILLAC INTRODUCES NEW SERIES 62 AND 72 TO THE MARKETPLACE, AS WELL AS** the new La Salle Series 40-52, as the upscale automaker continues to expand its options. Beautifully styled and sleek in design, the 1940 Cadillacs are available with countless options and body styles. Standard equipment now includes sealed-beam headlamps and turn indicators. Cadillacs start at \$1,685 and La Salles at \$1,240.

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Dodge .....	\$755-\$1,095
Ford .....	\$660-\$950
Hudson .....	\$670-\$1,330
La Salle .....	\$1,240-\$1,895
Lincoln .....	\$1,360-\$2,840
Nash .....	\$845-\$1,295
Oldsmobile .....	\$807-\$1,131
Packard .....	\$867-\$2,154
Plymouth .....	\$645-\$1,080
Pontiac .....	\$783-\$1,072
Studebaker .....	\$660-\$1,135



**FORD HAS NEW FEATURES INCLUDING** finger-tip gear shift, controlled ventilation, sealed-beam headlamps, softer front and rear springs, improved spring suspension, and a new torsion bar ride stabilizer for easy driving and handling. It is powered by the 85-hp Ford V-8. Rich, colorful interiors are available in two-tone, carried through the instrument panel and upholstery. The new 1940 Fords start at \$660.



**DE SOTO HAS BEEN REDESIGNED AND IS** more streamlined, with increased horsepower and new comforts. The expanded wheelbase gives you more room in both the front and back seat, with a smoother ride. The standard 100-hp inline-six gives the De Soto some kick with maximum fuel economy, and the new all-weather air control system distributes a refreshing breeze equally throughout the cabin. The new De Sotos are available in both a Deluxe and Custom line for as low as \$845.



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## SALES RACE

(total model-year production)

1. Chevrolet .....764,616
2. Ford .....541,896
3. Plymouth .....430,208
4. Buick .....283,204
5. Dodge .....225,595
6. Pontiac .....217,001
7. Oldsmobile .....192,692
8. Studebaker .....107,185
9. Packard .....98,020
10. Chrysler .....92,609

## CHAMPIONS

- Indy 500 .....Wilbur Shaw  
(114.277 mph)
- Grand Prix..... Cancelled due to WWII

## EXPENDITURES

(per capita)

- Auto parts .....\$3.78
- Auto usage .....\$45.41
- New auto purchase .....\$15.89
- Gas and oil .....\$17.41
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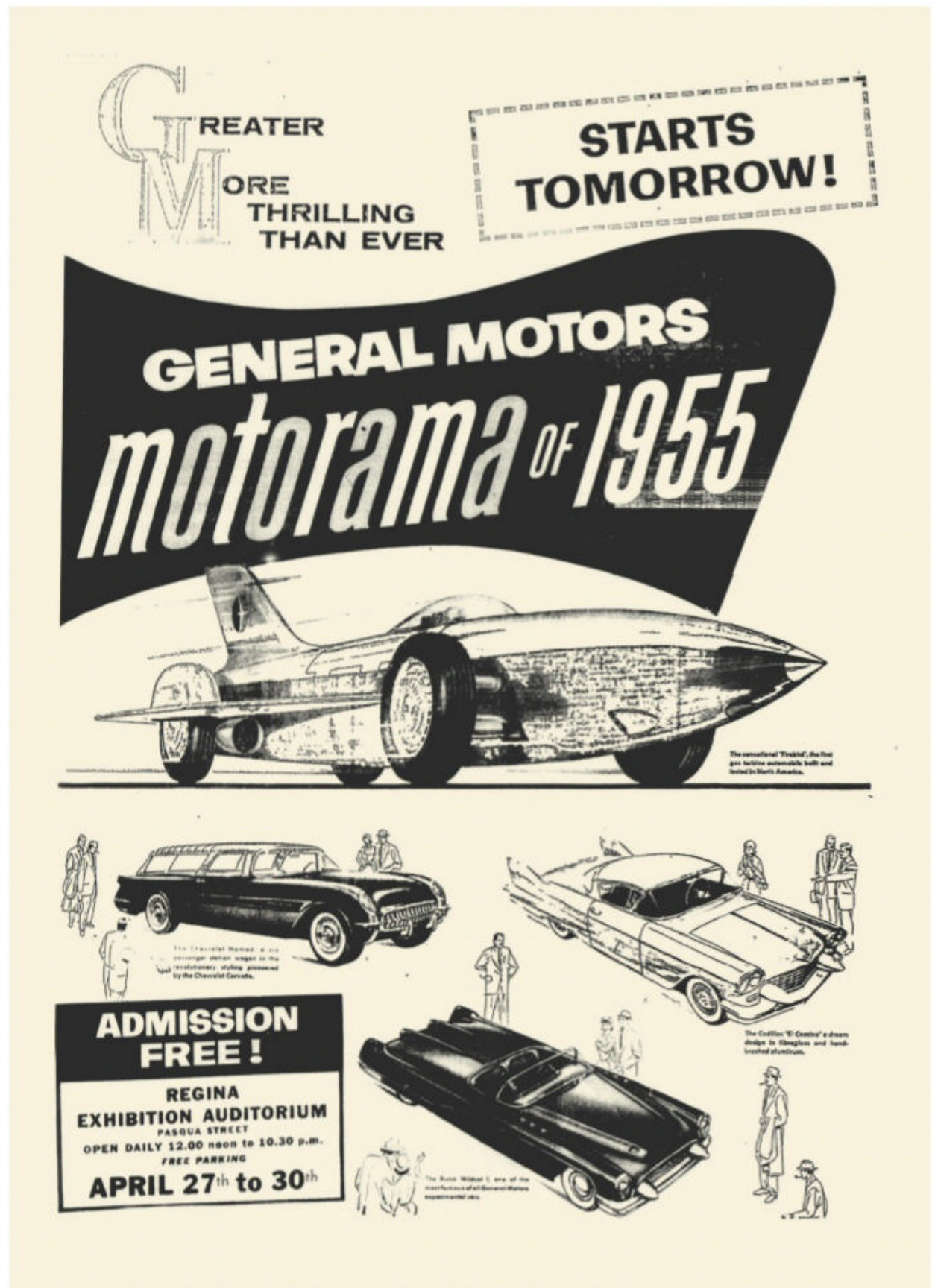
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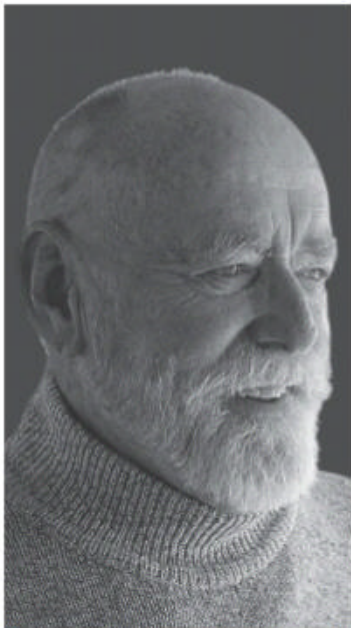
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again have

a chance to

own a new

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will continue

keeping my

eyes peeled

for a nice

used one to

drive while

vacationing in

New Zealand.



## Holdin' Out for a Holden

Yet another General Motors marque — Australia's Holden — is gone. It has been in declining health for years, ever since GM started playing Three-card Monte with the brand by slipping in re-badged Opels from Germany, and later, Isuzus, Suzukis, and Toyotas from Japan.

Holden was easily the oldest transportation manufacturer in Australia. I say transportation, because the company grew out of a firm that started making saddles in 1856, then transitioned into automotive coach-building early in the 20th century.

Before World War I, Holden began making bodies for Model T Ford chassis brought in from overseas, then went on to become a subsidiary of GM in 1931. It had actually been the exclusive body supplier for GM in Australia since 1924, but had also built bodies for Austin, Cleveland, Dodge, Essex, Fiat, Hudson, Overland, Reo, Studebaker, and Willys-Knight.

So how do I know about Holdens? Well, in 1990 my wife and I took a trip to New Zealand and fell in love with the place. We bought a house in a seaside resort town there, and while we were strolling the beach and enjoying the sun, a rusty, derelict 1973 Holden Kingswood shambled up and a surfer got out. I noticed the for-sale sign in the window, so I asked him what he wanted for the car. He replied, "Aw mate, ye don't want this old heap. She's pretty knackered."

It was indeed a rusting hulk, but it didn't smoke and seemed to run fine, though it needed a muffler. I told him I just needed it while I was on vacation, and he said: "How about \$200?" I countered with, "How about \$175?" "Deal," he answered. It was indeed a deal for me, because the exchange rate at the time was almost two to one.

Our newly acquired 1973 Holden looked much like a Chevy Nova of the era. After all, it was a GM product, though Australian designed and built. In fact, after WWII, all Holdens were Australian designed and built, and they were very popular, capturing over 50 percent of the domestic market in the 1950s.

There were holes in the body, the ignition was a toggle switch installed with solderless wire nuts, and the driver's seat was shedding crumbled foam, but it took us everywhere. Its 202-cu.in.

inline six-cylinder engine always started and ran like a top, and its Trimatic three-speed automatic transmission shifted smoothly. It never let us down.

Not even when we drove 15 miles into the mountains on a rough dirt road to a picnic spot. As we arrived, the red oil pressure light on the dash

lit up. I got out of the car at our destination and noticed a shiny black trail leading back down the road. The dipstick informed me that the sump was empty. That's also when I noticed that the sending unit for the oil pressure light had snapped off.

We went ahead with our picnic lunch, after which I decided to drive

the decrepit old mastodon as far as she would take us, then walk the rest of the way to civilization. I drove slowly. The engine knocked and rattled, but eventually we made it the whole 15 miles back to a gas station, where we were able to install a replacement sending unit from a parts car the proprietor had around back. We then filled it with oil, and the Holden lasted us two more years, at which time we upgraded to a 1974 model that we drove for seven years.

General Motors says that Australia's meager population of 26.5 million is not enough to sustain Holden as a separate make, even though Ford is soldiering on — albeit without its legendary Australian Falcon, a formidable competitor against the Holden Commodores in the storied Australian V-8 Supercar racing series.

Holdens sold well over the years in places like New Zealand, Thailand, the Philippines, and South Africa. In fact, some Holden-designed cars even made it to the States. The 2008-'09 Pontiac G8, for instance, was originally designed as a Holden Commodore and built in Australia.

I no longer own a Holden, and I will miss the longstanding rivalry between the Commodores and the Falcons in the V-8 Supercar races down here that are Australia and New Zealand's number one motorsports venue. However, I suppose the imports will somehow fill the niche, though it won't be the same.

I'll never again have a chance to own a new Holden, but I will continue keeping my eyes peeled for a nice used one to drive while vacationing in New Zealand. They are roomy, comfortable, and handsome, and they will keep on running on a hot summer day even without oil in them. 🏎️





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