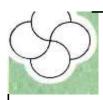
# auromobile

Quarterly



BRUCE HOOVER



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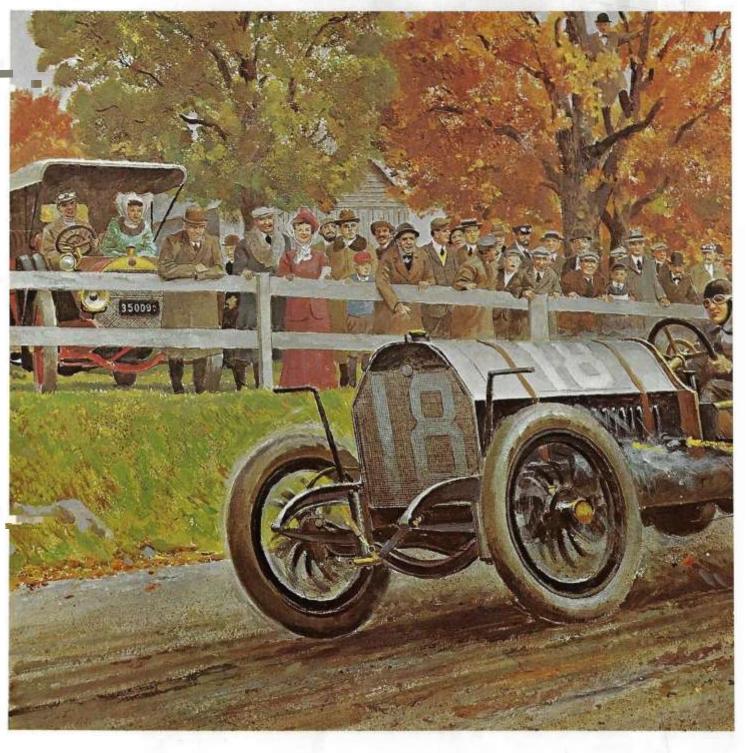
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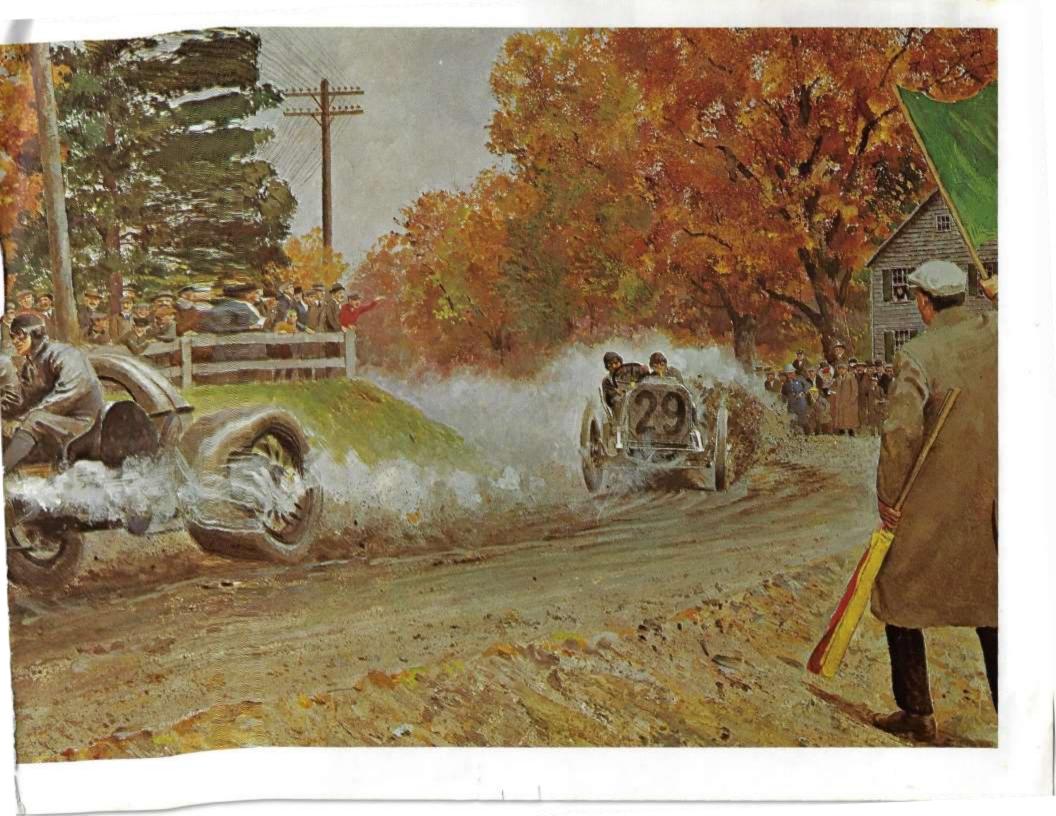
THE MIGHTY-

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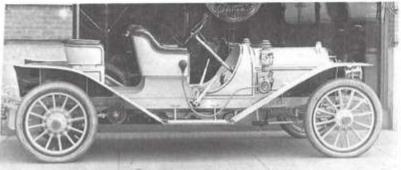
AHi story.

by Beverly Rae Kimes











On June 24th in the year I 901 eight locomotive-building plants in the United States merged to form the American Locomotive Company. They were sited in Schenectady and Dunkirk, New York; Allegheny and Scranton, Pennsylvania; Providence, Rhode Island; Richmond, Virginia; Manchester, New Hampshire; and Paterson, New Jersey. A half decade later the firm announced that the 40,000th unit to issue from its plants had been delivered to the Northern Pacific. At the time there were about 50,000 locomotives in service throughout the United States. To gather all the obvious cliches into one neat package, the American Locomotive Company was apparently on the right track with a full head of steam, highballing its way to power and profit.

On June 4th in the year 1905 the American Locomotive Company revealed that it was entering the automobile business "on a large scale." Eight years later it was ignominiously out of it, after having lost, one business reporter estimated, an average of \$460 on every car built. The writer will assiduously avoid the temptation of talking of tiebars and derailments.

Still one is left wondering - what happened? How could America's largest locomotive-building company have so colossally failed in one field of transportation while concurrently succeeding so brilliantly in another? The reasons are complex, of course, and best await summation after this narrative

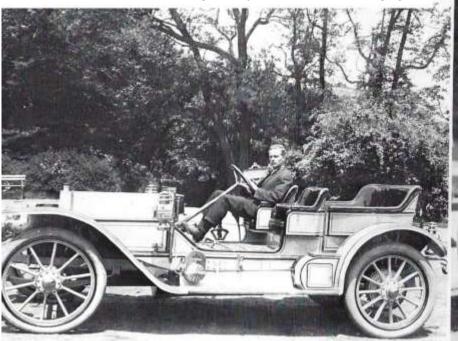
- first, because some become readily apparent as the story unfolds; second, because others curiously, and significantly, were apparent to virtually no one, not even company stockholders, until it was too late; and third, because com mercial failure should not obscure what the car produced by the American Locomotive Company was, that being one of the best automobiles built in

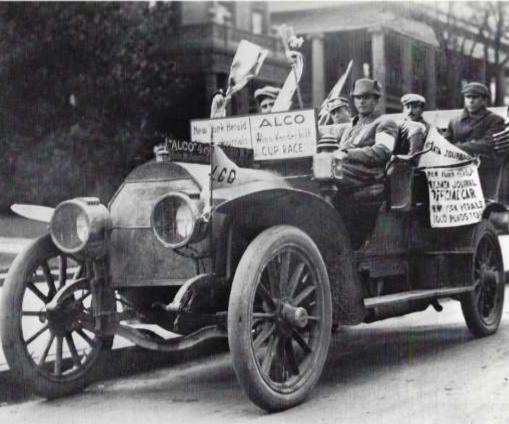
America.

Plans for the company's entrance unto the automotive scene had apparently been laid some time during 1904, arrangements having been concluded by the following spring with Automobiles M. Berliet of Lyons, France, for American Locomotive to manufacture the famed Berliet automobile. (The two companies had had previous business dealings in the locomotive field.) On June 4th Albert J. Pitkin, erstwhile chief draftsman of the Schenectady plant and now president of American Locomotive, announced the venture and the imminent construction of a new plant at the Providence branch for the production of automobiles. Trucks and railway passenger cars would follow in the near future, and the Providence factory was eventually to be turned over entirely to this work. By September the new plant was almost finished, Herman F. Ball being named vice-president in charge of operations. Initial deliveries were scheduled to follow by spring of 1906, precisely according to plan. Everything was falling into place quite nicely, and it may be presumed that the first year's production quota - stated at 200 units - was easily met, though actual sales remain a mystery. Presumably a good many of this initial batch were utilized as gifts for railway executives who purchased the company's locomotives, the practice of providing complimentary cars being one freely indulged in by the firm through the years.

Initially the venture carried the name "American Locomotive Automobile Company" ("Automobile" was dropped in 1909), and the preliminary catalogue noted that one Albert T. Otto was manager, with general and sales offices located at 1776 Broadway in New York City. Interestingly, a New York

On the facing page: A/cos from the company's Berliet period, the landau/et (above left)
asproduced in 1907, the runabout (below left) introduced
in June that year and a custom version of it (right). Below and right:
A/cos, circa 1909, a tourer doing its bit for the "Good Roads" campaign.





Tim es despatch had hailed the project as "the first instance of an American concern making a foreign car with American material and by American labor, complete in every detail [there were a number of European cars built in paTt on the se shores]" - but American Locomotive quickly quash ed at least part of that notion in the afore ment ioned cata logue, noting that "i mported raw materials and parts will be used until careful test has demonstrated that equally good or better can be obtained in the United States." This was, of course, completely consistent with the contemporary view that the finest European cars - as American Locomotive put it - "always have surpassed the product of this country." It is interesting to follow the company 's change of mind in this regard, as cata logue succeeded catalogue, such native products as the Lozier and Ch adwick - to name two of this write r's favorites - having demonstrated the excellence of which American producers were capable. But more of this later.

In the beginning the approach was definitely transcontine ntal, a European car built with European components on American machinery and by American labor (both of which the company allowed was the best anywhere). Cost would be no object in the production of the American Locomotive automobile - and neither, apparent 1y, would be price. Indeed the preliminary catalogue of 1906 listing two four-cylinder models - the 24/30 hp on a 112-inch wheelbase and the 40/50 on 118-and 126-inch wheel bases - didn't even bother to mention it. But the secret couldn't be kept long.

In November of 1906 the America n Locomotive Company attended its first a uto mo bile show, exhi bit in gat the Grand Central Palace in New York three

four-cylinder chain drive models for the 1907 seaso n: the 24/30 now designated the 22 hp (bore and stroke 3  $15/16 \times 4^{3}/4$ ), the 40/50 now the 40 hp ( $4^{3}/4 \times 5^{1}/2 \times 1/2 \times 1/2$ 

engine  $(4\ 3/\ 4\ x\ 51/\ 2)$  and an impressive 134-inch wheelbase. With the same specifications, the six would be further reduced to \$6000 in 1909, at which it would remain for the rest of its production life. This kept it handsomely in the upper class mark et, but not quite so noticeably.

ne models, and so for 1908 Am erican Locomotive's 60 hp tourer was red uced in

price to \$7500, at the same time being awarded a six-cy linder

A thousand dollars was lopped off the 40 hp for 1908, further lowered to \$5000 in 1909, thereafter to \$4750 in 1910, and \$4500 from 1911. In terestingly the 22 hp model of 1907- at \$5500, comparatively pricey for a car of such modest power - was increased to \$6000 the following year, this perhaps the result of its conversion to shaft drive. (The bigger cars would get the shaft in 1910.) In the last two years - 1909 and 1910 - before its discontinuat ion, a 22 could be had for \$4000 and \$4350 respectively.

The care full reader will note the avoidance thus far of applying a generic name to the cars produced by the American Locomotive Company. There's a reason for that - sever all in fact, and they are simply the variety of names at tributed to the vehicle. Officially it was, in the beginning, designated the

American Locomotive Moto r Car, which was quite a mouthful. The trade press for reasons of simplification, clarification and perhaps confu sion, referred to it as the American Locomotive (Berliet), the American Berliet or just Berliet. The company, however, settled the matter to everyone's satisfaction in Sep tember of 1908, with the amount nement that the Berliet license was being cliscontinuecl, the automobile depart ment would thereafter be on its own with one B.D. Gray as chie f engineer for the American Locomotive automobile, now to be known simply as Alco. The words "License Berliet" were im mediately struck from the crossbar of the car's hubcaps, and the new name proudly inserted.

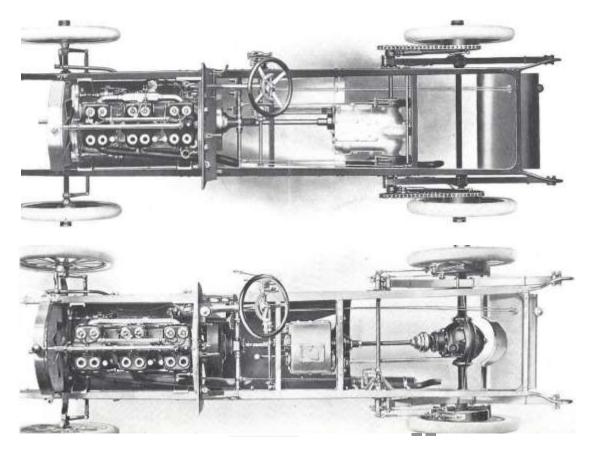
Ah, success! By January of 1909 three of the 40 hp cars had made their way down south where the Florida East Coast Hotel Company promptly put them into well publicized service between Ormond, Daytona and Palm Beach, and in a gesture of unalloyed elitism America n Locomotive declined to show their product at either the Grand Centra l Pa kæ or Madison Squa re Ga rde n automobile shows in New York that season, electing instead to present their wares at a private exhibition in one of the par lors of the Waldorf Astor ia. T his took place from January 9th to the 23rd and according to reports "att racted considerable attention." In conjunction with the opening of a new Alco agency in Chica go at 1201 Michigan Avenue, the company did, however, exhibit at the automobile show in that city, the display also including a four-cylinder tax icab chassis and a small working mo del of an Atlantic-type lo comotive.

What all this generated specifically in the way of sales has, alas, been lost to history, although American Locomotive did announce in September that year

their pleasure with matters as they stood, and their plans to convert a number of the Providence locomotive buildings to a utomotive production. This was followed in January, 19 10, with the news that the company was now going to spend half a million dollars for expansion and new plant facilities, throwing in another \$150,000 for tools, machinery and good measure.

One often hears refe rences to this or that car driving like a truc k, in Alco's case an apt si mi le is that it was built like a locomotive, a nd that is meant sincerely as a compliment. The producers made considerable promotional mileage out of the fact that many of its component parts were made from the "Mystic element vanadium ... the 'anti-fa tigue' metal." This led to the catchy Alco slogan "It Stays New" - and was an effect ive selling po int until perhaps Henry Ford began extolling the use of vanadium in the Model T. The alloy had or iginally been imported by America n Locomotive, but by 1910 the company had to admit that fo undries in the United States were now capa ble of producing it to Alco standards too.

The engine blocks were cast in pairs from vanadium; the connecting rods, crankshaft and camshaft ("the cams being integral with the shaft, and the whole ground and polished to infinitesimal accuracy") were machined from solid vanadium steel billets. The mechanically operated valves were fashioned out of a special steel developed for locomotive applications to be resistant to the "corrosive action of the hot gasses." By 1910 the lubrication system had evolved into what Alco called "an effective combination of a force-feed and splash... one highly esteemed by experts." From the two-gallon reservoir in the crankcase oil was drawn via a gear pump, driven by spiral gears from the





exhaust cam haft, and forced through a tube running alon g the bottom of the crankcase, from there through outlets ar range d so as to feed it directly to the seven main bea rings. As Alco explained it: "The crank-shaft is drilled diagonally through the webs from the main-line bearings to the crank-pins and the oil is carried there by centrifugal force. Dams in the crank-case provide for any excess oil there spillin g in-to the tank below, and thus in the crank-case proper the oil is maintained constantly at such a level that, as the crank-shaft turns, the caps of the connecting-rods dip into it and create the splash phase; this spla sh, besides contributing a further oiling to the crank-pins, effectively lubric ates the cylinders, wrist-pins, cam-shaft bearings and the mechanism that operates the valves." Alco had all the basescovered.

The carburetor was float feed of simple automatic action, revis ed in 1911 to the Newcomb type; ignition was by Bosch.magneto, high tension for the six, low tension for the four in itially, "in accordance with the best European practice." The clutch was a multiple disc variety running in oil with "one of those little niceties which count for much," an automat ic brake on the clutch drum actuated by disengagement of the clutch (through 1909) to slow the transmission to engine speed and "save the gears."

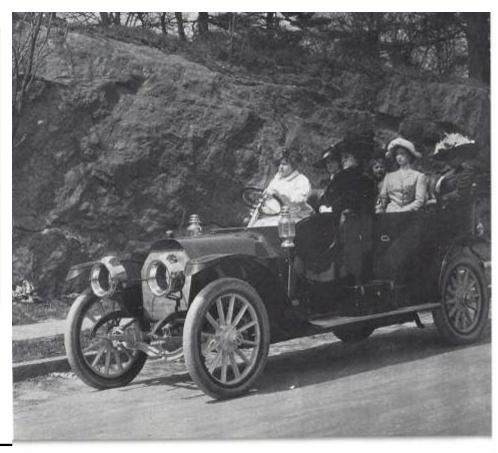
German-built Hess-Brig ht ball bearings were used throughout the clu tch, tra nsm ission, rear axle and in the wheel hubs, plain bearings being utilized in the engine "as dictated by exp erience." Cooling was via a large-ca pacity centrifugal pump, with a solid flywheel employed (from 1909) and a belt-driven fan set directly behind the honeycomb radiator. The radiator was huge, in cidentally, twenty-eight inches by twenty-eight inches with a four-inch core,

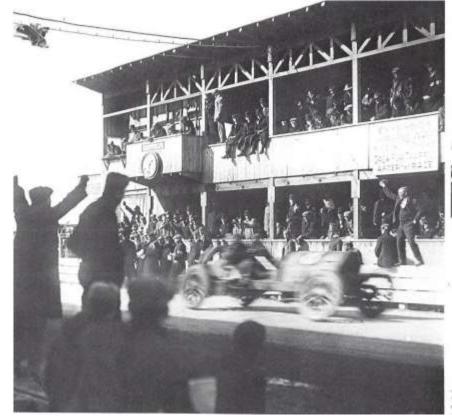
On the facing page: chassis drawin gs of the Alco six, the chain drive model of 1909 (above left), the shaft drive of 1910 (below left) as illustrated in the company catalogues. Touring in the countryside (right), circa 1910. This page: the Alco taxic ab of 1911 (above), from a company brochure. The ladies take to the road (riRht) in the biR Alco tourer. circa 1910.

assuring that an Alco would remain cool under virtually any conditions.

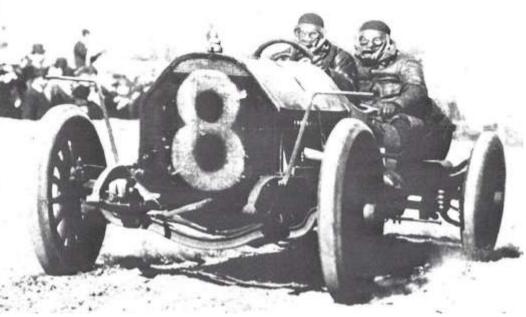
Alco said it was "im possible *to* over-emphasize the importance" of brakes, and their s were formidable for that day; though technically not out of the ordinary, the braking surface is worthy of note: the inside diameter of the drums being fifteen and a half inches, width nearly three inches. The pressed steel channel section frame was prodigiously strong as well, the semi-elliptic springs formed also from vanadium steel. Neither the company, nor history, has ever recorded any of these components on an Alco breaking.

The chain drive mode ls; an on imported 35 mm Renold chains of the roller type, the sliding gear transmission - again of a vanadium alloy - providing four forward speeds, with dir ect drive on both third and fourth. This was ac complished by means of a two-speed differential, and resulted in an ex ceptionally silent transmission at any speed from a slow walk to maximum. This feature, which Alco claimed as an exclusive, was dropped with the in troduction of the 1910 mode ls. But it was the rear axle as developed by the company for its smaller shaft drive car about which Alco would wax most elo quent. It was of the full-floating type. with the stationary and support ing member a one-piece forging extending from rhe outer end of one hub to the outer end of the other. And the company was so pleased with it that by 19 IO it was decided to incorporate it, along with shaft drive, in the large r models as well. But how could these already huge forgings be made in the still larger and he av ier sizes? Alco had the answe r: for some \$51,700, the largest drop-hammer in the world, weighing some 250,000 pounds. Added to this was correlative equipment for milling, boring and finishing estimated to have set Alco back at





Below: Pro perly out{ilted for their morning's work, Harry Gram, with mechanic Frank Lee, pour it 011 in the 1909 Vanderbilt. Left: Four hours, Menty-flve minutes and for/y-lwo seconds after ii had begun for Ihem, the pair cross /he finish line, the big A/co having averaged 62.81 mph forthe278.08 miles of the Long Island course and cap/urillgits first Vanderbilt Cup. On the facink flCRe: Grant and Lee relax be forethe fifth run ning of the Worcester Au/omobile Club's Dead Horse Hill Climb in 1910. The Alco placed firs/in class.



least another \$100,000. But, to Alco engineers it was worth it - their rear axle was, they said, "ab solute lyunbreakable."

Sparing expense was virtually unheard of at Alco. So was depriving a potential custom er of any new refine ment once it was proven, the company emphasizing in its catalogues that such improvements were immediately in corpor ated without waiting for the yearly change of model. A commendable practice, yes, but not really practical. Even less practical was Alco's indecision regarding systems of measurement, the company listing both metric and English equivalents in their catalogues and even in later years producing some components on the metric s-cale and others on the inch.

This then was the Alco, "combinin g power, strength, weight and simple construction... to give it perfect balance and fitness for conquest of all roads." And it becam available in a perpet ually increasing and occasionally bewildering array of body styles: to urers, toy tonneaus, limousines, roadsters for two or, with a "dinky" seat, for four - plus the custom models for anyone desiring them, including a rakish sportster that William K. Vanderbilt created for himself.

**No** one at American Locomotive doubted that theirs was an excellent motorcar - nor did anyone else for that matte r. But there was one gentleman in the compa ny's employ who thou ght it was even better than everyone else did. But for him one of the most exciting chapters of Alco's history would not have been written.

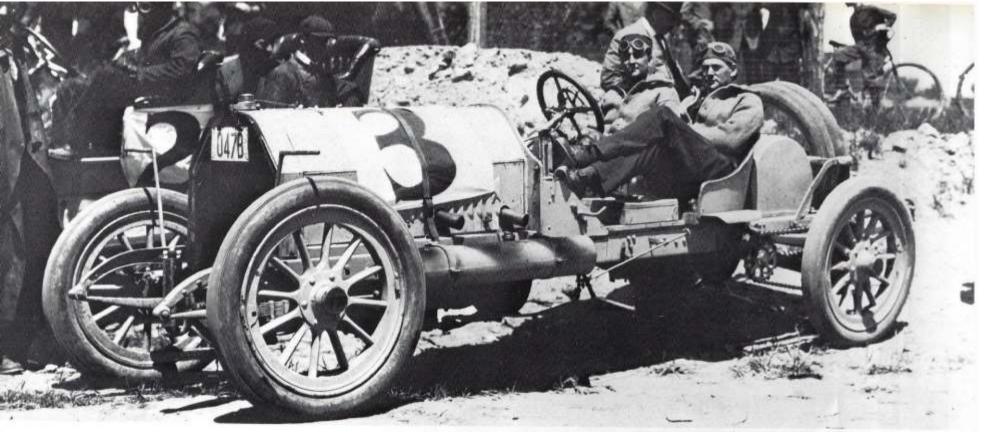
Ha rry Fortu ne Grant smiled a lot, and as a Vanderbilt Cup progra m cu rio us ly mentioned, "there is a lilt of cheeriness in his voice as he talks, so it is not

surprising th at he weighs 200 poun ds." He meas ured not quite six feet. Harry was a big man. In .190 6 he was chief test driver for American Locomoti ve, and like many anot her in his position he developed a longing to race the cars he tested. Appro aching company officials with the idea, he was give n a polite but firm no. American Locomoti ve Company did not build racing cars. Harry was adamant, he knew he would have no peace of mind until he could race, and in the interim he was, as he said, keeping "the peace of others somewhat dis turbed." And so he pleaded, again and a gain, with the same results. Fin ally in May of 1907 he left Providence to work for the Alco dealer in Boston, one

C. F. Whitn e y, an ac commodati ng man who was persuaded to H a rry's way of thinkin g in less than a mont h. Whitn ey bo ught a 40 hp car from the factor y, a nd with it and Frank Lee, a tester at American Locomotive, H arr y G ran t drove to Readville, M assa chu setts. There, in the track races on Sep tember 14th, he handily won the five- and twenty-m ile events and finished second, after a tire burst, in the fifty-m ile r. After that Grant and Lee - ho w curiously are those names paired in this context - battled the opposition all over Massachu set ts, gathering more la urels at Rea dville and such other venues as the Wor cester Dead Horse Hill Climb, and only just missing a win in the Lo well road races, placing second in 1908 after eight tire changes in a demonstrator that

had already totted up 20,000 miles, and leading in 1909 until three laps from the finish when a rear tire burst and tore off the chain.

By now even Americ an Locomotive was impressed, and Harry Grant was soon officially racing for the fac to ry tea m. Actu ally Harry was the tea m, with fait hful Frank Lee as his riding mechanic, and impending entrance in some of



the ma jor events of the A merica n raci ng calendar. First of these was the F air mount Pa rk 200,miler o n October 9th, 1909, but Ha rry, having discovered , as *The Horseless Age* put it , a slig ht and easily repairable imperfection in the steering gear "was inclined to err on the side of prudence and decided not to start." Harry was probably also thinking about the Vande rbilt Cup on Long Island three weeks he nce. After the previous year's running of that event, he had told American Locom otive officials that the big six-cylinder Alco was the only American stock car that could win it - and insisted that he could do it. ("They tell me [was very much in earnest," he reminisced, "and almost cried.")

The 1909 Vanderbi it has, alas, come down to us in history rath er as a "maligned le mon" to a "delicio us grapefr uit." Those were the words of the "Captious Critic" from *The Motor World*, echoed by most reporter s and many spectators in view of the race's having been altered from its international status of years previous to a national event for stock chassis of 301 to 600 cubic inch displacement, with supplementary races for less er-powered cars to be run concurrently. Thus missing were the fire-b reath ing out-and-out hellions of years past ("everyone anxio usly waited for som e'.thing resembling a genuine racing exhaust"); and the foreignen trants among the fifteen starters included only three Fiats, a Jone Jsotta and Mercedes. In their place was a great deal of confusion, as we shall see.

Although the grandstand's held the estimable likes of John D. Rockefeller, Sir Thomas Lipton and Jack Johnson; and William K. Vanderb ilt was there as a lways in sartori al splendour, much of the social swirl surrounding previous

contests was missing too. This was principally because the race had been removed from its usual daybreak start to nine in the morning, thus making un necessary the stay-up-all-night ca rousi ng that had provided so much of the frivolous fun in years past As the Captious Critic pointed out: 'Tocrawl out of one's own home at 6 o'clock and motor down to the course in the broad daylight, on a cold morning, was too much like going to work." And so the massive crowds didn't sho w up-and when it was all over "quite a number of uncalled for 50 cent sandwiches and seats on private grandstands were wrapped up and ca refully stowed away in the safe of the general store at Hicksville... for use in the 1910 Vanderbilt."

All this is mentioned only to undersco re the fact that circumstan ces not of his making have, unhapp ily, minimized what Harry Grant accomplished in the 199 Vanderbilt. In fact he was almost undone by them. On the surface it ap peared that the event had been effect ively organized, with no pro blems foreseen. The Pinkertons, carrying "c lubs in addition to pipes and pint s ... had little or nothing to do in keeping the cro wdless course clear, but they did it well." The twenty-five doctors dep loyed a ro und the circuit thankfully also had "nothing to do but look wise or look pretty, as suited the individ ua l." But the timers did h ave a task to perform - and didn't: "T hey retired in the tenth lap and did not wake up until 'Fa ther' Joyce, of the Alco institution [he was the team's pit chief] called their a ttention to the fact that his si x-cylinder machine was passing every now and then with 0 ut being recorded."

Unfo rtunately all this happened in the closing stages of the race, and after the protest was accepted and the "big black Alco" duly credited at the timers'

stand with the a ppropriate number of laps, G rant was given a "next *to* last lap" signal that confused vir tually ever yone who was following the scoreboard, most particularly the photog raphe rs who had their cameras poised in anticipation of recording the finish of the winner. Just who was the winner? Make no mistake about it. It was Harry Grant. And he had run a beautiful race.

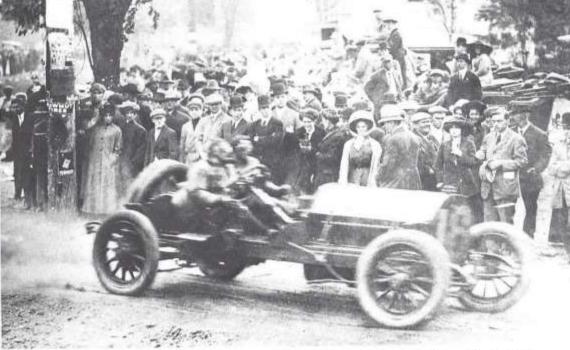
Prior to the event Harry hadestimated that the ave rage speed necessary to win th e Vanderbilt was between sixty-two and sixty-thr ee mile! an hour. His winning avera ge was 62.81 mp h, and he was five minu tes ahead of Ed Parker's second-place Fiat. In the early laps he had allowed the cars ahead of him to dice among themselves, and with 100 miles of the 278 total still left to be run, fully two-third s of the field were scattered about the circuit with broken radiators, crankshafts, crankcases, camshafts, steering knuckles, cracked cylinders and the like. Billy Knippe r was then in the lead with his Cha lmers Detroit, behind him Pa rker and then Harry Grant, ten and nine minutes back respectively. Harry played it cool, so much so in fac t that during pit s to ps "som e of the specta tors got the impression that he was about to retire, soen tirely devoid of any suggestion of rush were his movements." But Harry knew what he was about. Knipper's flashing pace resulted in an overhea ted engine, and soon he was reduced 10 a craw l. Now it was between Parker and Gr ant - and in the closing laps Harry cut loose. Only the scoring mixup prevented the crowds from appreciating the battle that followed, Ha rry lapping the circuit at more than 70 mph and providing an altogether splendid victo ry for the American Locomot ive Compa ny, who responded with another sloga n "W hat lasts best, is best."

Nineteen ten was still better. The organizer's having lea rned a bitter lesson in 1909 made su re it wouldn't be repeated in the following year's Vanderbilt. Though the event would still be stock chassis in character the rules were relaxed sufficiently - dealing principally with an engine limitation of 600 cubic inches - to provide more variety in entries; and the starting time was moved back again to the more rak is high crack of dawn. Consequently on October !st the sun arose on a field of thirty cars a record number of entries, nine teen being the previous highs in 1905 and 1908 - all ready to perform before a huge crowd of 300,000 bleary -eyed but merry spectators. Although the field would not be as international as the earlier Vanderbilts, the liberalized rules did produce trioseach of semi-racers from Marquette-Buick and Benz, Spencer Wishart's lone Mercedes and enough engine no ise to shake the ground for miles around. It would be quite a race.

Harr y Grant was back with the same Alco in which he'd contested the previous year's event, the car now dub bed "Bete Noire," ("Black Beast") because, as *The Horseless A ge* put it, G rant "aga'in has hopes of proving the dark horse in the race." Harry ("Milk is my toddy") Grant, who believed self restraint was a racer's most importa nt ass et, who often declared unabas hed ly that he didn't take chan ces- ("if I ever thought that I was riskin g my life yo u can bet I would not start") did not provide the st uff of which rac in g legends are made - or favorites picked. But Harry hung in ther e.

Blasting away ahead of him at the start, among others, was Lo uis Chev rolet in on e of the "hyph enated Buicks," his brother Arth ur and "Wild Bob" Burman on the two other team cars; Joe Dawson (Marmon), Ralph Mulford (Lozier)





Le ft: Harry Fortun e G rant, bearing his usual inscrutable ex pression and the confidentairoj a man who k nows he can win. Abu ve alld right: He proves it again, taking a corller dllrillg and the checkered flag at the conclusion of the 1910 Vanderbilt Cup, his big A/cowin ning this event at attaver age speed of 65.18 mph, the fixrest Vallderbi/l of the seriest hus far.

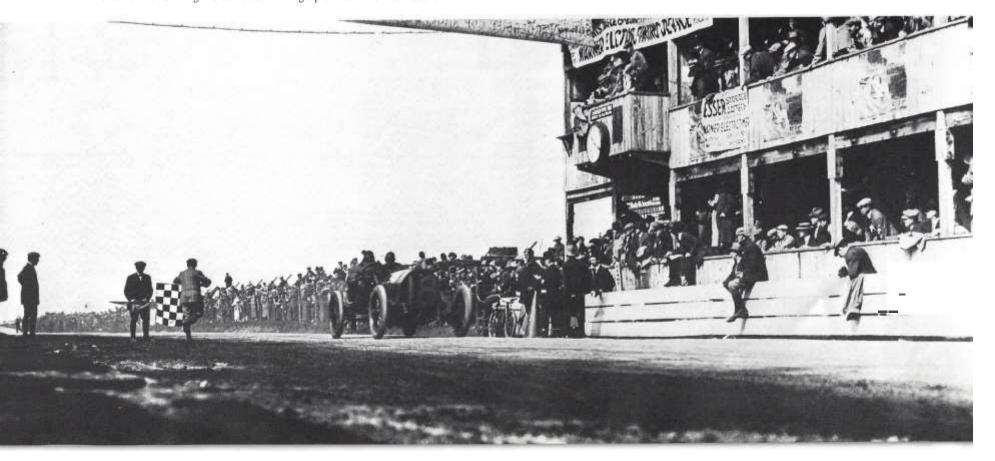
and Be rt Dingley (Po pe -Hartfo rd) fought among themselves - and Ha rry ("dr iving magnificently, if less impressively") sett led himself into a comfortable seventh place. Those drivers who practiced the art of reckles s abandon in those days were calle d skyrockets; the likes of Lou is Ch evrolet and Bob Burman were "a sight to m ake eyes bulge." "The ir going was positively wicked" - and their pace killing. On the fif teenth lap (of twenty-two), Louis Chevrolet crashed (his mechanic was killed, one of three casualti es that day). Chevrolet's two tea mmates, amo ng nine others, had previo usly retired in various states of disrepair; eight others were to follow. Joe Dawson was now in the lead, but suddenly everyone rea lize dth at the man with a "cheerful face and clear head" was "go in g some" too. Harry Grant was picking up the tempo. In those closing laps the duel between the Marmon and the Alco was quite the most excitin g - and unexpected - turn of the race. On the next to the last lap it looked as if it might all be over, the left front tire of the Alco blew, and Harry pitted. As he cannly sat in the car, be crew changed the tire in twen ty-two seconds, easily three times faster that n any other similar operation by any other pit crew that day. Afterwards Gra nt re called that as he took off again after the lightning change, "Mr. Michelin came trotting up, exclaimi ng: 'Ah! Non! Too fast! Too quic k!' " He nee dn't ha ve worried. The tire was secure and Harry won the race, by twenty-five seconds in a spectacular finish. His average speed was 65.18 mph, the fastest Vande rbilt ever. And the legions who had earlier been critical of the American L ocomotive Company " for not secur ing a mor e sensa tional pilot for its cars" decided they'd been wrong all along.

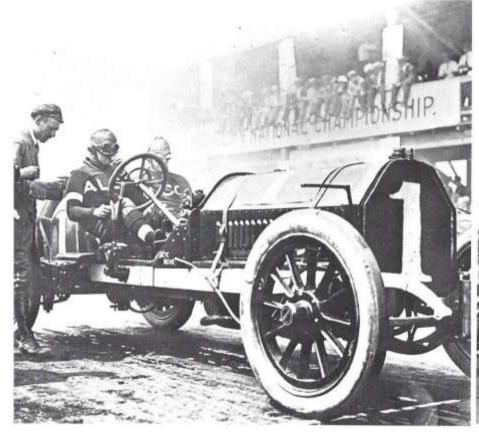
The same man driving the same car winning a prem ier American road event

two years in S'llccession - never had this been done before, and one might cer tainly have excused the men of American Locomo tive for takin g enthusias tic promotional advantage of the fac t. But they didn't, preferr ing to play it almost as cool as Harry. There was the usual "s tory of the race" booklet publish ed by the company wherein Harry confided the guilt feelings he harbored because of his unfa ir advantage over other racing drivers ("a car that [is] absolutely dependable for consistent running" and, most import ant, as safe as a cathedral); therewere references in brochures and the occasional advertisement, but nothing much beyond that.

All mentions of the feat, of course, all uded to the Alco's being a "t ouring mode I taken from stock." Press- reports mentioned on ly the addition of "a fine wire connecting from the carburetor throttle to the [driver's] seat" to be used if the accelerator linkage fai led. But, as the reader has learned in the article preceding, there were other devia tions from the production norm, all though research indicates such "refine ments" were more the rule than the exception in racing during this period. The Alco was indeed "a touring model taken from stock" - the company neglected only to mention what was done to it after it was take n.

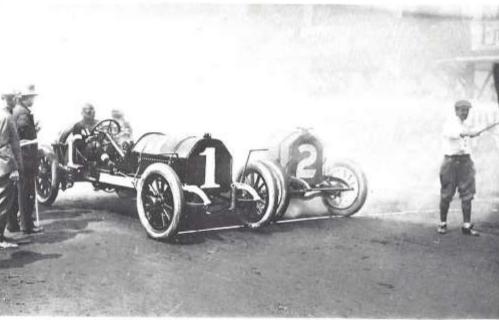
Harry Grant had taken the Alco racing els-ewhere in 1910, winning his class at Dead Horse; starting in three races at In dianapol is, winning two of them and placing fo urt h in the Cobe Trophy af ter a heartbreaking seven tire c hanges. But at the Elgin road races and the Savannah Grand Prize he didn't fini sh, nor at the inaugura 1500 at Indianapol is in 1911. Interestingly, it was not until the 1911 Elgin races that American Locomo tive decided to go all out with a full-





011 the facing page: the A koteam at Elgin ill/9l I-thefirst, and last, e ffort of the f11/1-fedged thr ee-man/three-car factory -s ponsored team.

Harry Grant folkshisarms alldsniles; his mechanic 110w team drii-er, Frank Lee proudly wears the "ollicia/" A /co black siveater; and a friendly calf -who may have just wandered in-is looked to. This page: Harry Grant alld his "Be te Noir" are checked be fore the stwt (/ef() and take /he flag (below) alongside Len Zengle's Natioll[t/. Harry dillItwinthis 011e, for a challge, but he did the lleabest 1/iing: placed a very credirn ble second.



fledged racing team of three cars, Harry to be jo ined by Frank Lee and Harry Hartma n in shaft -drive Alco sixes. fn th e eve nt Ha rry "kicked up very little dust ... skidd ed less" and finis hed seco nd to Len Zengle's Nationa l (perha ps his pre-race strateg y had fa iled Harry this time). Lee finis hed fourth, Hartman had retired midwa y th rough the race. This was, of course, a comp le tely respectable finish for the Alco team, but less than three weeks later the compa ny a nnounced, to general sur prise, its withd rawal from competition ("racing takes more time and attention on the part of our or ganization than we feel justified in devoting to it") and the gift of the two-time Van derbilt winning car to Harry Grant "as an express ion of our appreciation of his services to us." Alco would race no more.

Harry S. Houpt, who had take n a fling in auto mo bile manufacture hi mself in 1 909-1910, had been manager of the Alco team for the 1911 Elg inevent - and certainly the company 's racing activ ities cea sed thereaf ter because the irrepressible Mr. Houpt found himself preoccupied with other matters. That year, too, he had been appoint ed as the compa ny 's general sales mana ger, a formidable undertaking. Alco ho ped to lo wer the unit cost of manufacturing its autom obiles wit hout compromising or altering whatsoever the mode in which or materials with which manufacture was accomplished. The obvious alternative was increase d sales. Houp tap parently did his job well: It is on record that during his tenure the number of Alco agencies was raised from four to eighty-nine, "365%" more Alcos were sold, a branch established in Boston (567 Boylston Street) and Canadian head quar ters opened in Montreal.

American Locomotive's automotive efforts were by now diversified into the

compa nion areas of truck and taxicab manu facture - and in both of these the company approach was-the same as it had been for passenger cars. The first catalog ue mention of the Alco truck was made in 19I 0, the company noting that the initial models had been put in service three years ear lier by several big bus inesses in New York City, with an Alco representative assigned "to do nothing else than follow these trucks about and keep a complete record of their mileage, of the tonnage hauled, of every adjust ment, every replace ment of a part, every replenishment of fuel and lub ricant." Only after this in-service experimenting was the three-ton Alco truck put on the market. It was priced at \$3500.

Likewise had A lco's taxica b been put to the test, the company aware that such vehicles "opera ted by many different drivers, mostly in care less fashion . . . are notoriously a buse d." Alco's taxicarried the 22 h p four-cyl inderengine, but governed down to 800 rpm for an effective sixteen horsepower and a maximum speed of twenty miles an hour. With regard to most other specifications, the company acknowledged that "in general there is more similarity than difference" between it and the small Alco town car (as the 22 h p model was designated). Indeed, for \$3750 (four hundred dollars more than the livery version) a prospective customer could have the Alco taxicab "finished for private use." Do ubtlessly something like today's Checker.

As for the passenger car, the company proudly allowed in its 1912 catalogue that "The Alco is the same old car." Technically there had been more refinements than changes, the most significant of the latter being a boring out of the larger four in 1911 to 51/s inches (by 51/s) for 453.6 c ubic inches, and



arated horsepower of 42. Developed horsepower figures weren't given for this  $\,$  mod el, tho ugh the 579.5 -c ubic -inch six (rated at 53.4) was claimed to develop  $\,$  78 bhp. It most certainly did that.

"Una ble to build a be tter car, the American Lo como tive Co m pany in its 1912 Alco, has built a more bea utiful car," purred the catalogue - and here indeed was a ma jorchan ge in the Alco approach to its product. Previous cata logues had barely men tion ed the fact that there was more to the Alco than chassis, drive train and engine. Now what the car look ed like came to the forefront: "s mart, daring, and yet conservative, on the very frontier of progressive motor car building"; less ambig uo usly it might be said simply that the Alco was given s'Ome style,  $\sigma$  "darm," as its makers put it. Im mediate-ly iden tifiable was the one-and-three-quarter-inch white stripe circling the body, draw ing the eye to the now longer, lower, straighter lines of the coac hwork and adding "a to uch of life to the color," which incidentally was applied in eighteen coats of paint from sandpapering to final varnish. However one regards the

.Alco stripe, it cannot be denied that it was distinctive, which was precisely its purpo se. And wit ho ut the least bit of chagrin, the men of Alco virtually conceded that their previous design - and everyon e else's, of course - had become "old," "commonplace" and "stereotyped," that hereto for e "automobiles have not been designed by men with a sense of beauty. One might just as well permit the plumber to design the house."

S till it was "T he Lit tle T hings"- both elegan t and practical - about which the compa ny expres sed p articular plea su re: the a utom atic electric light il lum ina tin g the step with the opening of the tonneau door, the cluster of three

lights in the dome, the speaking tube, an electric buJton to signa I the d river, the electric cigarette lighter - "a nd all wirin g's invisib le." On the cowl W!re fresh air vents fas hioned of brass with the name ALCO debos sed stylishly thereon. The door handles on the tourer were placed on the inside to further enhance the cleanliness of body line, ma rine windows in the rear of all closed mode Is lent a new look to the back of an Alco and a better view of the road behind to its driver. The Berline was given Pullman windows in the roof, and a "window reg ula tor" for tho se on the side: "a sim ple mecha nism, concealed from view with only the handle showing. Turning the handle in one direct ion, lower s the window. Turning in the opposite direction, raises it. Just another indication of the exte nt to which the Alco builde rs have gone to minimize irritating troubles." Its makers were sure this was an improvement over the usual window straps.

The theme of refined luxury was ca rried int o the 1913 models, with a number of changes. Now the limousine was ca lled a Colonial with a "barrel back" and a sixpane rear window tr ea tment that provided fo r what Alco called "a sensation in curves." The wind shield was a model of under stated elegance, finish ed in ebony and mount ed on an oak frame; a "disappearing win dow" was provided between front seat and back, dropping down when desired with a mere turn of the handle; the tool box was concealed from view under reath the running board.

This was a most interesting turnaround for Alco. Although the company still boasted of its painstaking approach to all matters technical (" It takes one year and seven months to build one Alco - six months alone to build the rear ax-

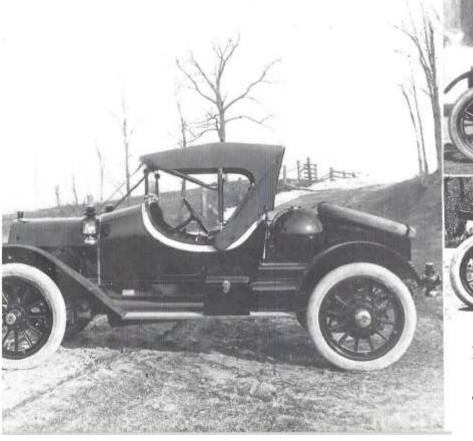
le"), the fact that the car was, as Alco claimed, the highest-pr iced in America, was as much for reasons of its sophisticated style and gentile refinements as for its high quality chasSis. The appeal was blatant. The Alco had become a snob.

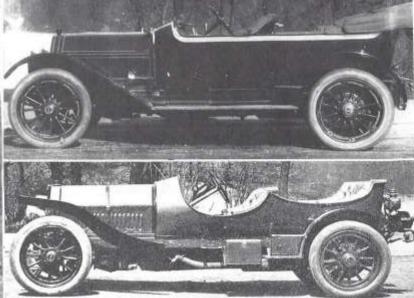
Nothing more aptly illus trates this point than the 1913 catalogue, with six pages devoted to the car's engine ering internals, eight to its styling externals - and a full fou rteen to a flighty little piece of fiction relating how an Alco tour ing car saved a n upper class marriage. Written by Ethel Lloyd Patterson with fanciful illustra tions by A. Popin i, the story unfolds through a series of letters written by Ed ith Townsend Van Peyster of F ifth Avenue, New York, to her beloved aunt, Cornelia Townsen d, who had been kind enough to lend her Alco and her chauffeur to the dist ra ught niece. Edi th, the chauffeur (Williams), her estranged (Fred), and the Alco traipsed through New England thereaf ter, Edith writing "Ta nte" at every stylis h step of this journey whose purpose it was to work out amica bly the ending of her ma rriage, or as she said "le demier cri in divor ce" - F rench phr ases tripped from her pen in torrents and Edith's biggest worry appears to have been that she might "so und middleclass." The Alco was oft mentioned, of course ("I wanted to hug it somewhere. I ran my hand gra tefully along the deep, padded cushions. It trem bled as though it un derstood.") and all end ed happily, E dith's last missive to her aunt declaring that she had a bsconded with the Alco and Williams and Fred for a second honeymoon abroad. Quit e the most extraordinary piece of automotive pro motional liter at ure this writer has happe ned upon, the 1913 Alco catalogue is a case study of early Twentieth Century American Chic and as far a cry as possible from anti-fatigue metal, "It Stays New" and Harry Fortune Grant.

But flights of Fift h Avenue fancy aside, there can be no doubt that the new a nd stylish Alco passenge r ca r, as a ll conte mpo rary press repo r ts indica te, was greeted wit h anyth ing less than critica lac claim , and much of this was very enth us iastic. As for the company's othe r automotive product s, early in 1913 American Locomotive received an order for eighty of its trucks to be put in mail service in New York Ci,ty - reported ly the largest single  $\alpha$  der of its kind. F leets of Alco taxicabs were already coursing the streets of New York , Boston , P hiladelphia, Baltimo re, Ch icago, Minneapolis and San F ran cis co - and the company was reported to be building more taxis than any o ther firm in the country.

The news made the fro nt page of *The New York Times*. In t he August 22nd, 1913 edition - between r evela tions that President Wilson was contemplating a show of force over the Mexican problem and that a double guard had been ordered for Harry K. T haw, the million aire slayer of Stanfor d Wh ite, lest he try ano there escape - the headline blared: ALCOMAKERSQUIT AUTOMOBILE FIELD. No one from American Locomotive was available for comment. The written statement of company president W. H. Marshall, who had secluded him self at Cape Cod, noted only the terse fact of discontinuation and gave assurances to owners that guarantees would be fulfilled and repair parts available for a period of not less than five years. From Providence it was learned that most of the 1200 employees in the automobile department had already been given thirty days notice.

Two days later, on August 24th, American Locomotive revealed its overall gross earnings for the fiscal year - \$34,000,000, the largest in company





A/cos from 1912: the standard touring car (top) and lim ousine (on the facing page) models-and two custom variations, a tlvo-se ater roadster (left) by Fleetwood and the rakish four-seater (above) that Alcobuilt for William K. Vanderbilt, Jr., fo//owillg

the design ideas sub m itt ed by the millionaire sportsmwl him self. At right are the o pening pages of the 1913A/co catalogue, an altogether s11rprising turnaround from the usual Alco promotion.

history, President Marsha ll's rosy report to stockholders men tio ning only that automobile manufacturing had been discontinued because "it was unprofitable." Six days later the news was that the company desired "to sever as completely and as soon as possible all connections with the automobile branch of the business," and the parts ma nufacturing facility would accordingly be sold.

Automobile Row was aghast. The situation was unprecedented. Here was a company whose \$50,000,000 capitalization made it the larges t in its field, whose fine locomotives poured money into its coffers, producing an automobile of unexcelled quality in one of the best equipped plants in America, and calling it quits be cause it was unpro fitable? Unth inkab le! Yet there it was. The company investment in automobile manufacture was estimated between \$4,000,000 and \$6,000,000; on the record was the fact that \$2,300,000 had been placed in reserve for loss in liquidation and that only 5000 units - in fifty-four varieties

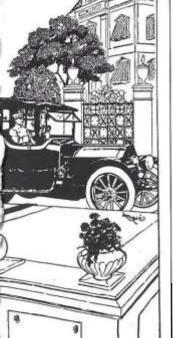
- had been manufactured during the company's seven shor t years in the field. It was simple arithmetic w hich brought the conclusion mentioned in the begin ning of this ar ticle that American Locomotive had lost an average of \$460 on each vehicle built.

Amid amazement thro u gho ut the automotive field that such losses could be sus tained wi thout anyo ne o utside the company being aware of them, American Locomot ive officials gene rally kept mum. Those who were willing to say anything would say it only if their names were not used, and they didn't say much. Significantly, Alco's au tomobile division was mentioned - glowin gly, of course - in annual stockholder's reports only for the years from 1906 through 1910, with the next mention the cessation notice in the 1913 report. Apparently

even Ame rican Locomotive officials had not been completely aware of the magnitude of their problem, or did not wish to face it, until 1912 when the board of director s appointed a committee "to find out why the automobile department wasn't making money." (Tt was in March of that year, incidentally, that Harry Houpt, who certainly saw the writing on the wall, left the company to take on the New York agency for Lozier.) The committee in turn passed the buck to two "expert investigators," these being R. G. Averill, brother of Mrs. F.

H. Harriman, and J. W. De B. Gould, brother-in-law of Pliny Fisk, whose firm handled matters financial for the company. Concluding their investigat ion, these gentlemen suggested that American Locomot ive build a light six model and a five-ton truck - and stay in the automobi le business. Apparently three light sixes were completed and running when the end came, but the truck was not. A hundred thou sand dollars had been the outlay. (Curiously, a five-ton truck was mentioned casually in the 1911 catalogue as "now being offered." One wonders if it re ally was.)

And still the question begged: why? The answers came in torrents. The company had made mis takes from the beginning. Locomotive s are bought; automo biles must be sold. As one insider lamented, "[Alco] expected the public to form in line on the left and take what it put out." The company did not recognize the shifting public taste in motorcars; it wished to dictate what the public should have, not give the public what it want ed. There is nothing wrong with that, one supposes, except that in this case it didn't work. Certainly the emphasis shift in promotion from the teclmical to the luxurious was belated recognition that the company's approach to selling its cars was wrong. One



# THE WHITE BAND

Dr ETHEL LLOYD PATTERSON
[u .umrmn 10N1 n A. POP.INI

No. 718 Ftrru AVENUE, Frid•y, July 14th, **1912** 

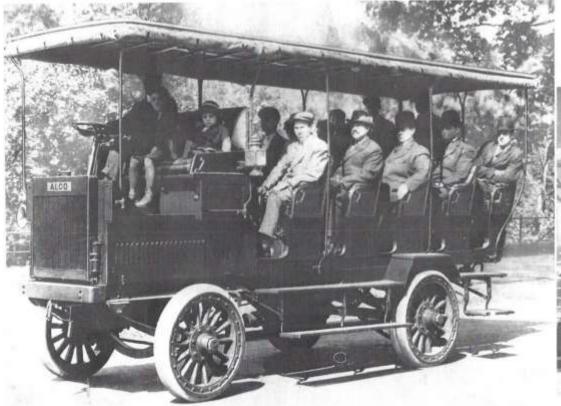
■ANTE, you an, • clever perom. Jwot how clever remain! to be acen. You could not have offered to lendw your Alco at a more opportune moment. For-li,teu, adorable cn,ature-Fred and I have- "decided to part." Am I abrupt? Doe, it aound middl& clM11 Yet, I believe I u,e the lormula correctly. When two people married to each other make up their mind! to get unmarried, I undert&fand they wually up .,,..,their intent tion in aome luch manner. It contai n, a hint ol the bourgeoia. no doubt. However, perhap! that ii

Now don't raioe yourdear hand, and eyebrowsat mel All thi, is.....Uy not to be in the leu t vulgar. I promise. Aparting de lw:e, dearTante. Thanka toyou, Fred and I hope to make ol the whole a ffair quiteacharm ing litUe "lark." But we do need your Alco to do ao. 0 - we need it very much. No-there is no elopement. Neither Fred nor I have the type of throat that awallowI trianalea. We are. u you know.Tante. modem. But, no t- impoeaible.

true of all emotioD11- ileo.oui be an emotion.

But where **wu** II 0, yea your lovely new Alco, T&lite, **at** our door pleaee, at nine ol the clock next Monday morning. We ahalJ ho more careful ol it than we have been ol our own happineu. Be.idea, did I not





A though admirably built, such A toocon Imercial l'ehicles as the 1912 sight seeing blIs(left) and ex press truck (be to M) could not have advanced the tuxwy im a, e of the marque its elf, rhe company ultimately forego in fthe dubious distinction of motor car III hall lfcture altoget her to concentrale entirely 011 hathey kitall best (right).



might have wis hed also that once Alco had committed itself to racing that it would have done so mor e wholeh earted ly and t aken maximum promotional ad va ntage of the unprecedented doub le win of t he Vand erbil t. But the company 's advertis ing appr opri ation was scant until Harry Houpt's ent rance on the scene

- and that was in 1911, when the Alco trium phs were old news. Though it might be a rg ued that a rac i ng image was i ncompatible with a luxury car, it certain ly was compatible with the masteii ully built, technically superior, consistently dependable Alco as i nitially promoted - and in those days, an impressive racing heritage was nothing less than a plus for any car company.

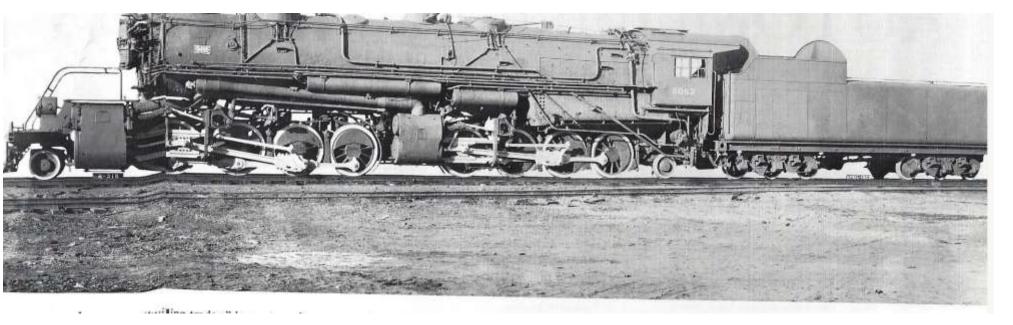
Then there was the end less variety of Alco's available - body style's galore, plus the customs for anyone desiring them, all produced without a thought to standard ization, save for the most minimal of mechanical deta Us. Whether the proposed light six, manu factured with some recognition of the value of standard volume production, might have help ed is debatable. The rewere light sixes on the mark et already, though probably Alco would have built a better one. Alco's tar diness in considering such a model was typical, however, of the company's usual practice in manufacture. Alco was always late. Certainly it's Providence location ranup the cost of getting raw materials to the plant and contributed to the delay factor (though other remotely sited factories coped with the problem),-still one wonders if that was the principal reason that, as reported, fully one-third of its production during some years reached the market after the season had closed. It was rumored that Alco ultimately kept these come-lately models and sent them back down the production line to be

facelifted in to the next season's crop, an expensive proposition.

But everyth ing about the Alco was expen sive. This writer is loath to imply that the Alco was simply built too well, but cer tainly the costs-not-considered approach in this in stance resulted in incredible was te. One embarrassed Alco official, when asked about the \$165,000 worth of mach inery in stalled to turn out about 250 or amonth's-work-worth of rear axles a year, blustered that the cost was probably nearer \$7500 or \$8000 (his own catalogues, of course, gave the lie to that) and the \$51,000 d rop-hammer was used for locomotive forgings the rest of the year. Conceivably the company might have contracted to make standard parts for other companies and thus amortize the cost of the massive machinery investment, but this was not considered. Alco was to oproud to do that, and perhaps one can't blame them.

What the company can be blamed for is the deva tatin glack of communication from sales to purchasing, from engineering to shop  $\_h$  1912, for example, the sales department advised the purchase of materials for 800 trucks. Purchasing bought material for 1600. About 750 trucks were sold that year. Various other reports told of special steels being procured to make 5000 gear boxes for 500 cars, of 2700 axles being made for a custom model of which only a dozen or so were built, of the foundry continuing to merrily turn out production parts already obsolete simply because someone for got to tell them not to. The reports may have been a bit exaggerated, but one wonders how much in view of the incredible a mount of mone y the company lost.

Alco lost money, too, in simply being so good to its custo mers. Few companies dealt so hone stly and liberally; the Alco service department was a model which many another company tried to emulate. Moreover, Alco was widely



known asa, **wiling** trader," happy to make generous allowan ces for old cars in exchange for n, w ones. (This wasn't done much then - and Alco apparently could never figUie out what to do with the used models.) One unnamed company director even sugeted th\_at another problem was Alco's refusal to indule in the "comJJ1DJ1 pactice of bnbrng chauffeurs to recommend the cars to their

em plovers

And once a we I'th ye! I ent was hooked for Alco, what perhaps did he thmk, tra velng along in his cushy limousine down some altogether splendid boulevardand steing approach him a three-ton truck or a taxicab bearing the same name? One Ame ric an Locomotive official offered an answer to that which indicated that it really didn't matter, that the manu fact ure of autim obiks was begunonly to lay the basis for a "proper factory" which would eventuaily be turned over completely to commercial vehicle production. That this was incleed the plan is lent credence by the figures for 1912: eighty fiveper cent of Akosales related to trucks, a mere fifteen percent to passenger cars. Still it's dout that A(cowas really doing much better in this area; the company allowed Itse If a prof!t of but fifty dollars on each truck unit produced, an impossible margin for survival.

Even more mind bo gglin g was A lco's handling of its taxicab business, which toou tward appearances should have been a thriving one. But that was quite im possibles in ce Alco lost eighty-five dollars on every one of the cabs it sold. And yet it kept righton seling them! For four years! Without any change in eit er price or design! Questioned by The New York Tunes about this, an Alco omclal said that he 'did liOt care to go into detail but that since the Alco had gone out

of business because it had lost money it was obvious that it must have lost money on certain vehicles." Talk about understatement.

There was, however, a positive side to the sorry debacle, which Albert W. Atwood, writing in Harp er's W eekl y, saw as a "revival of fi na ncia l democracy." America n L ocomo tive stock holde is became angry. Early in October of 1913 one of their number, Isaac M. Cate, delivered a fift y-page broadside against the company, questioning the handling of the automotive venture and laying fierce ly into the conduct of the locomot ive depa rtment as well, with allega tions of conflict of interest among com pany execu tives and collusion with tool supply and castings co mpanies, among other charges. American Locomotive's reply proved Cate in error on some specifics but in general was, in A. W. Atwood's words, "a grudgin g and cautious but sweeping admission that [he] was right." (This write r's favorite of t he American Locomoti ve answers to specific charges was the explanat io n for the extravagantly high salaries paid company officers: it was to "put d igni ty in the eyes of the railroad officials" who were the purchasers of locomotives. ) A com mi ttee of inquiry aided by ano ther advisory gro up routine ly a bsolved company official s of any wro ngdoing in March of 1914, preferred dividends poured forth later that month, in June and in August

- and in September there was a who lesale change of officer s at the to p lev el of management.

But it was too late for the Alco au tomob ile. And that was the saddest of all. For in the welter of facts and figures, the charges and countercharges, the rumors and innuendo that accompanied its demise, nobod y ever said that the Alco was not a great car.

# Notes & Photo Credits

Born in London in 1921, PETER HULL has spent most of his life as a flying inst ructor, both R.A.F. and civilian. His formal introduction to Alfa Romeo came in the late Forties when his brother raced a 19 30 1750; subsequently, in 1955. he bought his own Alfa, a 1927 RLSS 22/90, and ran it until 1968. His first book, *Racing an Hi storic Car*, was publish ed *in* 1960, written as a result of sharing an

E.R.A. with his brother-and racing it. Other books written by Mr. HulJ inclu de *The Vintage Alvis The History of the Vintage S p ol-IJ -Car Club* and the' most successful *Alfa Romeo-- A Hi story*, written with Roy Slater and firs published in 1964. He has recently col labo rated with Mr. Slater again on a biography of Tazio N uvol ari, due to be published in the Ballan tineeies. In 1971 he was elected Secretary of the prestlg10us Vmtage Sports-Car Club having been a member for thirty-four years.'

Born in London in 1946, SIMON MOORE is an engineer with an intern ati onal oil company. His in terest in Alfa Romeo was first manifested in the mid, Sixties, centering mainly around the eight-cylin der cars, though Mr. Moore did for a time own a 1930 unsupercharg ed twin ohc 1750 conver tible. H is writings include var iou s articles in such club publi cations as "Ferrari," the Vin tag e Sports-Car Club

"Bulletin" and the Aubur n-Cord-Du esenberg "News le tt er."

### COVER

Illustration by Harvey Winn.

CONTENTS PAGE Photograph by Don Vord er man.

## TRUNDLING ALONG WITH TRIUMPH

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# UNDER THE BUBBLE : A SHORT FLIGHT $\,$ IN A MESSERSCHMITT KR $\,200$

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206-207: Peter Helck painting fr om the coll ection of Joel Finn. 208, 210 right, 211 right, 212 right, 218 above right, 219 right , 220: Cou rtesy ol the Long Island Automotive Museu m. 209, 213, 215: Courte sy of the Automotive H istory Coll ection of the Detroit Public Library. 210 left, 211 left, 214 left, 216, 218 left, 219 left: Courtesy of Joel Finn. 212 left, 214 right, 217: Court esy of Peter Helck. 221: Courtesy of C. W. Witbeck and Trains magazine.

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