



THE BELLTOWN BULLETIN

Belltown Antique Car Club - P.O. Box 211, East Hampton, CT 06424

March, 2016

NEXT MEETING

Wednesday, March 2, 2016 at the E. Hampton Library at 7:30 p.m.

- On the Agenda:
- Preparations for our 42nd Annual Antique Gas & Steam Engine Show
 - Spring tours
 - Status of plans for our 50th Annual Vintage Motorcar Meet

FUEL FOR THOUGHT

“The increase in closed car production to 70 per cent of the total in 1926; the trend toward greater beauty and style; improvements in riding quality and driving ease; the increase in two-car ownership; the constantly growing number of women drivers; and the 665 per cent increase in advertising investment in women’s magazines from 1923 to 1926 by passenger car manufacturers - all are significant facts.

Woman’s influence in American life -- in work, food, dress, thinking, reading, entertainment and buying -- has engulfed old notions and ideas and has swept new activities and methods into existence.

Like all other business men, the Ford dealer has had to adjust himself and his establishment, his sales methods and his service department, to care for this great factor in present-day merchandising.”

- Excerpt from “Women and the Model A,” an article appearing Ford News Dealers’ Supplement, Feb. 12, 1928, as reprinted in *The Legendary Model A Ford* by Peter Winnewisser, Krause Publications, 1999.

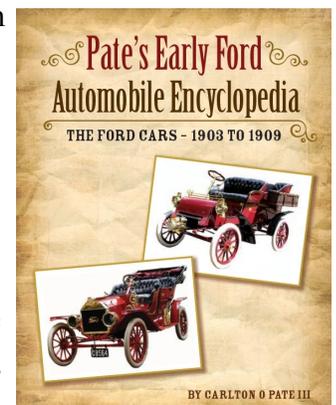
CLUB NOTES

Our February meeting began with a bountiful pot-luck supper that was enjoyed by all. Afterwards, our guest speaker, Mr. Carlton O. Pate III of Glastonbury made a very informative presentation on the various models produced by the Ford Motor Company prior to the Model T. Carl has written an authoritative book on the subject, entitled *Pate’s Early Ford Automobile Encyclopedia: The Ford Cars 1903 to 1909*, published in 2008. To learn more about it, visit www.dunlavy.us/carlpate/profile.html. The web site includes purchase information.

In addition to Mr. Pate and his wife, we had another guest at the meeting, Mr. Don Liepelt of Madison who alerted us to an antique car show that is held across from the green in Huntington, Conn. (near Shelton), on the last Sunday in August. This show, in its fourth year, does not charge an entry fee for show cars. We will add it to our event calendar when more information is available.

Flyers for our upcoming Gas & Steam Engine Show were distributed during the February meeting. Normal business was deferred to our March meeting.

Last but not least, it was good to have Phil Hamilton and Zac Mirecki back with us again!



Save the date: Sunday, August 7, 2016

**You're invited to attend the 50th Annual
"Belltown Vintage Motorcar Meet"
at the Fairgrounds in Haddam Neck, CT!**



24 judged classes for stock,
unmodified antique cars &
trucks; Brass Era up to 1971

This year's show to feature:

- Cars made in New England
- Pre-war vehicles of all kinds

The Belltown Antique Car Club is seeking a diverse and interesting mix of show vehicles, particularly in this year's featured categories. Please call Jon Grant, 860-267-7507, or go to www.belltownantiquecarclub.org.

CLUB NOTES (continued from previous page)

Interim update on our 50th Annual Vintage Motorcar Meet in August: To solicit early owner interest in exhibiting New England-built cars and other pre-war cars, the Club has placed display ads in four magazines, including the March issue of *Hemmings Motor News*, the March-April issue of AACA's *Antique Automobile*, the March-April issue of HCCA's *Horseless Carriage Gazette*, and the April issue of CCCA's *Bulletin*. The ads vary somewhat based on space requirements, but look principally like the sample shown here. All feature an illustration of a Stanley Steamer roadster.

MEMBER MILESTONES

Please Welcome These New Full Members: Rinaldo Magliano of Norwich, Richard Skinner of Deep River, and Zak Mirecki of Hartford (former associate member)

<u>Happy Birthday to:</u>	Mark Hoydilla	March 1st
	Jean Hodge	March 3rd
	Kaye Cannon	March 4th
	Kolieb Beckwith	March 5th
	Rich Shipman	March 9th
	Charlie Hnilicka	March 16th
	Jon Grant	March 18th
	Carl Bjorge	March 20th
	Bill Nitschke	March 26th

Happy Anniversary to: Stan & Terri Mirecki March 26th

BELLTOWN CLASSIFIEDS

Send your sell/wanted ads for cars, parts and hobby-related services to dan12david@yahoo.com

For Sale – Original auto sales literature: 1970 Plymouth Rapid Transit System brochure (\$25), 1966 Corvette Options & Features Brochure (\$20), 1953-78 Corvette Silver Anniversary Brochure (\$15), 1967 Dodge Charger Brochure (\$10). Original equipment parts: 1950-54 Chevy hub caps (\$80), 1961 Chevy AM radio (\$100), 1966-67 Pontiac AM radio (\$75). Contact Mark Ogonek, 203-524-6065 or 65chvyss@gmail.com.

For Sale – Ford Highland Park (Mich.) Plant security guard badge, probably German silver with porcelain "Ford" insignia (\$125). Highland Park was Ford Motor Co.'s Model T assembly plant, 1910-27. Will consider trade for Model A or early gas station items. Call Bill Nitschke, 914-323-8958 (cell).

Wanted – Two original gas pump glass globe inserts, with gasoline brand logo, needed to fit a 1920-30's era visible gas pump top globe (or a one-piece, complete top globe unit for same). Bill Nitschke, 914-323-8958 (cell).

Wanted – Dash Plaque for BACC's August Car Show #43 - the last one I need to complete my collection! Call Jay Beveridge, 860-767-3072 or email him at beveridge18@att.net

THE “STRAIGHT SIX”

*The Bulletin interviewed **Jim Way**, Model A maven and Way-back (to 1630!) family genealogist*

Q1 - Jim, how and when did you become a BACC member? Jim Way: I joined BACC in 1980. Before that I remember watching the antique car parade they used to do around the lake after the August car show, when it was held in downtown East Hampton. I had met Richard Beckwith and others in the Club prior to joining.

Q2 - What interests you most about old cars? JW: I literally grew up around old cars. When we were kids we used the body of '26 Essex sedan as our play house! I did my first valve job on a 1937 Ford pickup when I was 16 or so. These days I only like to work on older cars, made before all the electronics came in.

Q3 - Talk about your devotion to the Model A Ford. JW: Yeah, I have five Model A's! The first one of them I bought in 1958 and drove 10,000 miles. My brother has it down at his place in North Carolina now. He wouldn't let me sell it because he says it's a "family heirloom." Since the late 90's I've been in the Conn. Model A Ford Restorers Club. There's a lot of comradery in CMARC. Members like to drive their Model A's and I like driving mine, too. In 2003 I drove all the way to Detroit with another member to attend Ford Motor Co.'s 100th anniversary. My involvement with Model A's goes back to when I was a teenager and spied one on blocks, covered over with tarpaper beside a chicken coop. An old guy owned it and he couldn't drive anymore. I bought it from him and got it running again.

Q4 - What does the Model A Club do that BACC can learn from? JW: They have tours every month. You can go antique or modern, which is sometimes necessary in bad weather. One person is in charge of the tour calendar for the year and different people do each tour as the months are assigned. There are interesting tour destinations all around this state and good back roads to get there.

Q5 - How did you get involved in running our Antique Gas & Steam Engine Show? What needs to be done to keep exhibitors coming back? JW: Larry Hall was the chief judge until 1991, when he got hurt. I was asked to do judging. At the time I didn't know much about antique engines, so I bought a book about them and read it from cover to cover. I liked it and I've been judging ever since. The engine show is also important because it provides revenue to carry the Club if the car show is hit by bad weather. While the Zagray Show, which is run out of Rhode Island, comes right after ours and seems to be getting bigger, people will still come to our show because it is the earliest. We have lost some of the old timers, especially on the steam side. Many exhibitors at our show come from north of here, as far away as Maine, and to keep them coming we need to remember that they may not want to stay all day before heading home. So, it's important to be able to finish the judging and make sure the trophy winners learn who they are in good time.

Q6 - Name someone in automotive history whose accomplishments you regard highly. JW: I've always been interested in Henry Ford, ever since my father bought me a book on Ford's life shortly after he died. He was quite a character and buddies with other well-known [innovators like] Edison and Firestone. Eventually though, Henry's dedication to building simple and affordable cars caused Ford to lose ground to competitors like GM who were introducing new technology. People didn't want mechanical brakes anymore.

HOBBY HEADLINES & HISTORY

The U.S. Postal Service announced that it will offer a set of "Forever" stamps in 2016 featuring the images of four classic American pickup trucks: the 1948 Ford F-1, 1938 International D-2, 1953 Chevrolet and 1965 Ford F-100. Although a release date has not yet been set, availability is not expected before September.



NEW ENGLAND TO DETROIT: The Migration of the Motor-tropolis

Presented by Steve Rossi

As the planning and preparations develop for our milestone Vintage Motorcar Meet next August, I thought it might be interesting to take a look at New England's heritage within America's automotive industry.

If you didn't already know, the first "motor city" was actually Paris...since France got off to such an early start by leveraging German invention and applying it to its already existing and superior road network. But there was also an automobile center that came after Paris and before Detroit, and that was New England!

There is a very good synopsis of what happened and why, that dates back to 1959 with the publication of John B. Rae's *American Automobile Manufacturers: The First Forty Years* (Chilton Company). He writes:

"The one center of automobile production which was definitely fading out of the picture by 1910 was New England. New England could not have lasted indefinitely as a competitor of the Great Lakes region, but the rapid decline of an industry which had started promisingly only a decade earlier cannot simply be dismissed on the grounds of 'natural causes.' There were errors of judgment also on the part of New England automobile men.

The biggest automobile enterprise in New England, the only one that might seriously have challenged the growing young giants of Detroit, was the Pope Manufacturing Company. As reconstituted in 1903, it was an imposing structure. At its height it was capitalized at \$22,500,000, with automobile factories in Hartford, Toledo, Indianapolis and Hagerstown, and bicycle factories in Elyria, Ohio and Westfield, Massachusetts. The Popes seem to be the first to grasp and try to put into practice the idea of offering a varied line of cars. The Pope-Toledo was the luxury gasoline model; at one point Henry B. Joy regarded it as Packard's most dangerous competitor. The Pope-Hartford was aimed for the medium-priced and the Pope-Tribune for the low-priced market, while the Pope-Waverly was available for those who preferred an electric automobile.

The concept, however, was better than its fulfillment. The Pope organization apparently had trouble replacing the managerial and technical talent it had sent to the Electric Vehicle Company because it never succeeded in getting all its models on a profitable basis at the same time. The Pope-Toledo went well until 1906, when the design was changed; the Pope-Hartford became popular only after Herbert W. Alden had been brought back to re-design it in 1906, the Pope-Tribune was a flat failure. The utilization of the company's plants is somewhat puzzling, except on the basis that the Popes continued to regard the motor carriage as essentially a luxury item. If there had been a serious desire to produce a popular-priced car, why do it in Hagerstown rather than Toledo, whose facilities for large-scale production and distribution were much superior?

There were other elements of weakness. The sale of the Motor Carriage Department to the Electric Vehicle Company in 1899 can be regarded only as a major blunder. The Pope Manufacturing Company at the time was well ahead of anyone else in the production of motor vehicles. It sacrificed this lead, along with its trained staff and its trade name, while the Pope cousins turned to a fruitless attempt to prevent an overexpanded bicycle industry from undergoing an unavoidable deflation. The revived Pope Manufacturing Company of 1903 was fundamentally an assortment of bits and pieces salvaged from the wreckage of the American Bicycle Company. Its extensive physical properties were not matched by financial strength, so that, when the panic of 1907 struck, the Pope Manufacturing Company was one of the few automobile producers to go down.

After a year of receivership, a new Pope Manufacturing Company of Connecticut replaced the New Jersey corporation, with its capital scaled down to \$6,500,000 and its operations confined to the Hartford and Westfield factories. The Toledo plant went to Willys, while those at Hagerstown and Elyria were sold, minus equipment, for \$57,000 and \$35,000, respectively. The Waverly factory in Indianapolis was bought by a syndicate headed by Herbert H. Rice, who had been with the Pope organization since 1892, when he took charge of advertising and was later to become president of Cadillac. This group kept the production of Waverly electrics going until 1915.

It was a tragic note that Colonel Albert A. Pope died in 1909, worn out by the struggle to preserve what was left of the great enterprise that he had founded. If he made mistakes, they were honest ones, and they do not begin to offset his achievements: first to manufacture motor vehicles in quantity, pioneer in making technical research a part of industry, and organizer of the Good Roads movement. His place in the company was taken by his son, Albert L. Pope, with Colonel George Pope continuing as treasurer.

NEW ENGLAND TO DETROIT... (continued from p. 4)

The reorganization failed to remedy the lack of working capital. The company had to resort to short-term notes and debentures, which kept it in constant financial hot water until another receivership in 1913 resulted in liquidation. Colonel George Pope took charge of this operation and came out very well, with assistance from the industrial boom created by the First World War. The Hartford factory was sold to Pratt and Whitney for \$300,000 and the Westfield plant for \$500,000 to the Westfield Manufacturing Company, which planned to make automobiles but went back to bicycles. The Pope Manufacturing Company was therefore able to pay its creditors 92 cents on the dollar.

If the Pope Manufacturing Company could not make the grade in the automobile industry, no other New England concern was likely to do any better. By the time the First World War broke out, only three major producers were left in the area, and one of these, Stevens-Duryea, gave up in 1915. It had built a car with a substantial reputation and claimed to have been the first American company to build a six-cylinder automobile, designed by J. Frank Duryea. Duryea, however, had to withdraw from active participation in 1909 because of a nervous breakdown, and the fortunes of the company began to decline. The Stevens Arms and Tool Company withdrew its interest in 1914, whereupon Duryea returned to take charge for a year. His health allowed him to do no more than sell the plant and equipment to the Westinghouse organization, which used them for war work. The company was resurrected by others after the war but lasted only a year or two.

The two companies to survive the war were Stanley and Locomobile. The Stanleys were clearly on the wrong track; public preference had turned away from the steam car. When F.E. Stanley was killed in an automobile accident in 1918, his brother lost interest in the business and it passed out of existence shortly thereafter. The Locomobile Company went downhill after the death of Samuel T. Davis in 1915. While its product retained a high reputation, the company underwent a series of financial crises in the 1920s and ended its career as part of the last Durant empire.

The automobile industry in New England was thus like the seed that was sown on stony ground; it grew rapidly at first but lacked staying power. It certainly did not attract anything like the quality of leadership that congregated about Detroit. Maxim, Know, J.F. Duryea, and the Stanley brothers were all primarily technical men, not vitally concerned with the business end of automobile manufacturing. In his later career, Maxim demonstrated that he had plenty of business capacity, but his position in the Pope organization limited him to engineering. The only New England producers who can be compared to the Detroiters is Albert A. Pope, whose achievements and shortcomings have been sufficiently discussed, and Samuel T. Davis, whose early death deprived Locomobile of a conspicuously able executive who might conceivably have staved off some of its later troubles.”

UPCOMING EVENTS

Wednesday, March 2 - BACC monthly meeting at the East Hampton Library at 7:30 p.m.

Sunday, March 6 - Antique Auto Flea Market at Powder Mill Barn, 32 South Maple St., Enfield. 8 a.m. to noon; public admission: \$2.00 donation. LAST ONE for this year. Hosted by the Model A Restorers Club of Conn. Call Jim Way for info, 860-267-4626.

Saturday, March 12 - “Essex Go Bragh” Irish Parade & Festival; parade kick off time 10:30 a.m. behind the Essex Town Hall. For information on participation, contact Mary Ellen Barnes, Essex Parks and Recreation, 860-767-4340, ext. 100, or mbarnes@essexct.gov.

Wednesday, April 6 - BACC monthly meeting at the East Hampton Library at 7:30 p.m.

Sunday, April 24 - 42nd Annual Belltown Antique Gas & Steam Engine Show, 8 a.m. to 3 p.m., Firemen’s Grounds at Salmon River State Forest on Rte. 16 in East Hampton. Contact: Jim Way, 860-267-4626.

Saturday, May 14 - 5th Annual Covenant Village of Cromwell Car Show, “Under the Maple Trees” at 52 Missionary Rd., Cromwell; 10 a.m. to 2 p.m. Contact: Pete Alison, 860-632-7211.

“SCION-NARA”

Unmuffled Exhaust from the Editor

Automobile manufacturers, like other producers of consumer goods, are apt to employ “line extensions” (new body styles or trim levels) to existing brands to increase market share and annual sales. Infrequently, they will go as far as to introduce a new brand to their stable. Adding a brand is a big commitment, of course, and shouldn’t be undertaken without doing extensive market research and serious planning beforehand. Furthermore, it is a strategic decision to add a brand and that usually means it requires approval at the highest level.

Across the arc of time, business expands and contracts, and the competition gains and loses advantage. A new brand may exhibit staying power in the marketplace or it may soon beg the embarrassing question, “What were we thinking?” There are no guarantees of longevity either. Oftentimes a brand may survive for decades beyond its market launch and then fall victim to outside forces.



At the beginning of this month, Toyota announced that it would discontinue the Scion brand in the U.S. and Canada, the only markets where the company had established it. Or tried to, anyway. It was supposed to be a “youth brand” when Toyota was not seen as having much youth appeal itself. Although Scion seemed to sell well enough initially, sales had sputtered ever since the Great Recession dealt its blows to the auto industry as a whole. Now the parent company claims that the Toyota brand has sufficiently broadened its appeal that Scion is no longer needed to attract young buyers.

Whatever. This reminds me of some of the PR spin from GM, Ford and Chrysler as they shed redundant brands over the last two decades. “We no longer need brand XYZ because of the strength of our core brands.” “The market has changed and we must focus our product development money on the brands in our portfolio that are better positioned against our competition.” Etc., etc.

And so, storied brands such as Plymouth, Oldsmobile and Pontiac, and, lest we forget, Mercury, were exiled to the dustbin of history, joining the ranks of DeSoto, Imperial and others as their siblings soldiered on. Along with them went relative newcomers like Eagle - a brand created out of expediency, Saturn - a brand ostensibly created to teach the rest of the corporation a lesson (!!!), and Hummer – a brand that, well, seemed like a good idea at the time, given the ongoing SUV craze and the macho posturing of the day.

What about the collectability of these discontinued nameplates? We already know the answer in the case of many Olds and Pontiac models and numerous Plymouths and Mercurys as well. One need only thumb the pages of *Hemmings* and the various auction catalogs or scroll the internet sites to know that interest is strong and the values reflect it. Understandable, since generations of families have been exposed to these brands.

On the other hand, the future collectability of the short-timers remains to be seen. It’s hard to imagine, but a Saturn coupe might someday attain the kitschy appeal of, say, an AMC Gremlin. Even so, an aged Saturn is likely to remain solidly in the affordable category which means restoration costs will be hard to justify. As for Hummer’s prospects as a collectible, it’s probably somewhat better, as long as the brand’s quasi-military image and its association with a time of conspicuous consumption do not dampen interest in the coming decades, but bolster it.

In the case of Toyota’s Scion, it may come to be viewed in the same light as that most infamous marketing misstep, Ford Motor Co.’s Edsel. And as such, it may find a few devotees of its own. Like Edsel, the Scion brand may have lacked solid justification, but it didn’t lack for a certain offbeat individuality!



The EDESEL LOOK is here to stay
—and 1959 cars will prove it!

AD-DENDUM*Challenge your brand recognition IQ*

“See the U-S-A, _____!”

Complete this oft-heard jingle with the correct answer:

- a) ...with a Duryea
- b) ...in your Chevrolet
- c) ...the ‘DeSoto Way’

*The correct answer to last month’s Ad-Dendum, “When better automobiles are built, Buick will build them.”**[Editor’s note: Flash forward to 2016 and those new Buick automobiles will include Envision CUVs that will be built for export to the U.S. market by General Motors’ joint venture affiliate in Yantai, China!]***NEXT ISSUE**

The copy and classified ad deadline for the April issue of *The Belltown Bulletin* is March 25, 2016. The planned printing date is March 28. Send your newsletter suggestions to dan12david@yahoo.com.

As per the decision made at the November meeting, effective with the February issue newsletter delivery will be via email only, *except* in cases where the member does not have an email account, or, has indicated on his/her 2016 membership renewal form that they want to “opt out” of email delivery. In those cases, a printed copy of the newsletter will be mailed via the U.S. Postal Service, as before.

BELLTOWN ANTIQUE CAR CLUB

President - Jon Grant	Elected Directors* - Mark Hoydilla & Lee Harris
Vice President - Karl Helming	Sunshine Chairperson - Polly Beckwith (860-345-4256)
Secretary - Peter Christianson	Newsletter Editor - Dan David (dan12david@yahoo.com)
Treasurer - Maureen Hartzell	Editor Emeritus - Bob Hellstrom

Club web site - www.belltownantiquecarclub.orgClub e-mail address - belltowncarclub@gmail.com

Club mailing address - BACC, P.O. Box 211, East Hampton, CT 06424

Club Facebook page -

www.facebook.com/BACC-Belltown-Antique-Car-Club-116729245345421/

*) The Board also includes the previous president, Bob Sutton, as an ex-officio member.

By The Way...

- Your 2016 membership renewal was due and payable by February 1, 2016. If you have not done so already, send your form and check to BACC, P.O. Box 211, East Hampton, CT 06424 as soon as you possibly can. If you have an email address but wish to continue to receive the newsletter as a printed document instead of switching to email delivery, be sure to check the *opt-out* box on the renewal form. **If your dues were not received by February 20th, this issue of the newsletter will have a label affixed below that says “LAST ISSUE” as a final reminder.**
- Misplaced your renewal form? Need one for a new recruit? You can download the 2016 BACC Membership Application/Renewal Form from the Club web site, or, contact Peter Christianson (860-267-8394) to have one mailed to you. Forms are also available at monthly Club meetings.

E-Delivery Bonus*

For more information on Albert A. Pope and the history of the Pope-Hartford car, please click on the following link:

<http://connecticuthistory.org/albert-augustus-pope-1843-1909/>

*) The E-Delivery Bonus is a new feature not found in printed copies of the newsletter that are distributed via the USPS

