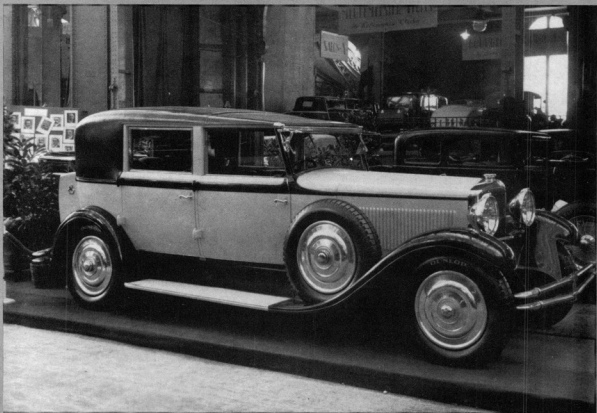


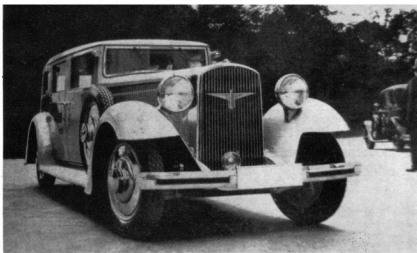
D I V E R S C L A S S I C S



Coachwork by Franay on the Type RH straight-eight Ballot chassis, the car seen on exhibit at the Paris Salon in the autumn of 1929. Photograph from the collection of David R. Hollis.

The marques which follow do not appear in either the American or European Classic sections of this book. The reason: no examples were submitted by members. This is not to suggest that all of these marques are unrepresented in the Club. Some cars were undergoing restoration as this project unfolded, others were unavailable for reasons as diverse as the gallery that follows. But it

is true as well that Classic Era examples of a few of the marques in this portfolio are not believed to exist. Hopefully, this might mean only that none have been found yet. One of the ongoing delights in our hobby is the frequent emergence from decades of dust of vehicles enthusiasts had long assumed were irrevocably lost. Perhaps there are still a few automotive equivalents of King Tut's tomb out there waiting to be discovered. The CCCA would very much like to have within its midst examples of all Classics. Until then, we present this portfolio of photographs or illustrations from the Classic Era itself which brings to 100% in this book the roster of Classic marques designated by the CCCA.

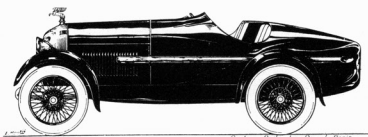


ADLER

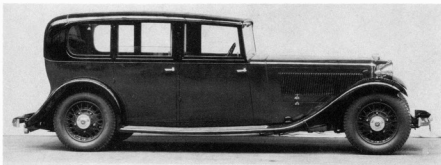
Manufactured by Adlerwerke vorm. Heinrich Kleyer A.G., Frankfurt am Main, Germany. The word "Adler" translates to "eagle." This majestic automobile was well named. Photograph of the eight-cylinder 80 CV Seven-Passenger Pullman Limousine accompanied the Adler announcement for the 1930 Salon International de l'Automobile in Paris. From the collection of Henry Austin Clark, Jr.

AMILCAR

Manufactured by Ste. Nouvelle pour l'Automobile Amilcar, St. Denis, France. The name was an anagram for its makers, Emil Akar and Joseph Lamy. The Amilcar was the most famous, the most sophisticated and the most successful of all the French sporting voitures. Illustration of the supercharged Super Sport appeared in a 1925 Amilcar brochure. From the collection of Henry Austin Clark, Jr.



THE "SUPER SPORT"
(SEE P. 10)

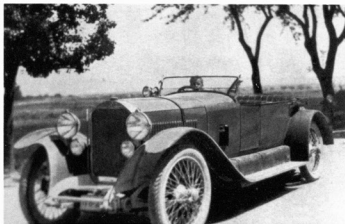


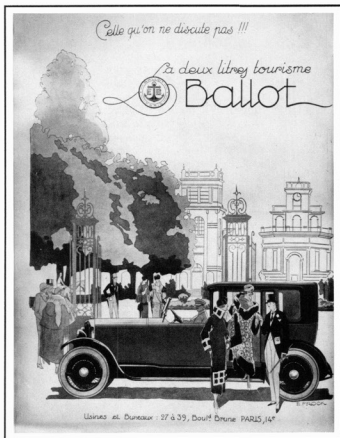
ARMSTRONG SIDDELEY

Manufactured by Armstrong Siddeley Motors Ltd., Coventry, England. Cars were produced alongside aero engines and planes. The Wilson gearbox was introduced by Armstrong Siddeley. This factory photo, dated 10/10/33, is of the six-cylinder five-liter Siddeley Special Limousine. From the collection of Henry Austin Clark, Jr.

BENZ

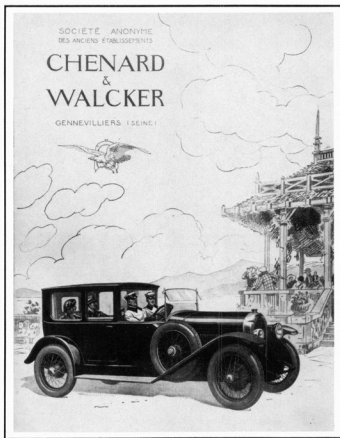
Manufactured by Benz & Cie., Rheinische Automobile & Motorenfabrik A.G., Mannheim, Germany. The photograph, of engineer Fritz Nallinger in the 16/50 PS Sport Tourer following victory in an Alpine hill climb, appeared in the 1925 catalogue for Benz. This was among the last Benz models on the marketplace prior to the firm's merger with Daimler Motoren Gesellschaft. From the collection of Henry Austin Clark, Jr.





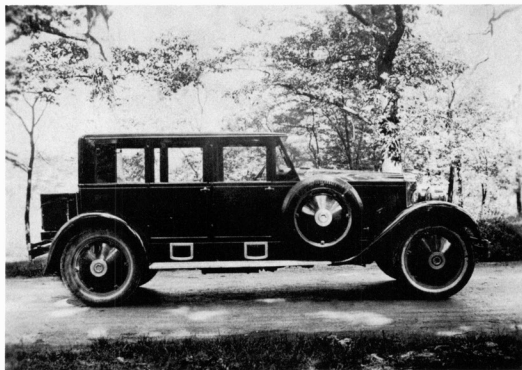
BALLOT

Manufactured by Etablissements Ballot, Paris. Style and advanced engineering distinguished this French marque. The company, in financial difficulty, was taken over by Hispano-Suiza in 1932. Advertisement is from the October 1924 edition of L'Illustration. From the collection of Henry Austin Clark, Jr.



CHENARD & WALCKER

Manufactured by S.A. des Anciens Etablissements Chenard & Walcker, Gennevilliers. Victory in the inaugural twenty-four-hour race at Le Mans brought new renown to this traditional French company. Advertisement is from the October 1924 edition of L'Illustration. From the collection of Henry Austin Clark, Jr.



DAGMAR

Manufactured by the M.P. Möller Motor Car Company, Hagerstown, Maryland. Named for Matthias P. Möller's daughter, the Dagmar offered—its makers said—"the most stylish custom body as a standard proposition." The marque did not survive 1927. Photograph is of the Model 8-80 Close-Coupled Sport Sedan from 1925. From the collection of Keith Marvin.

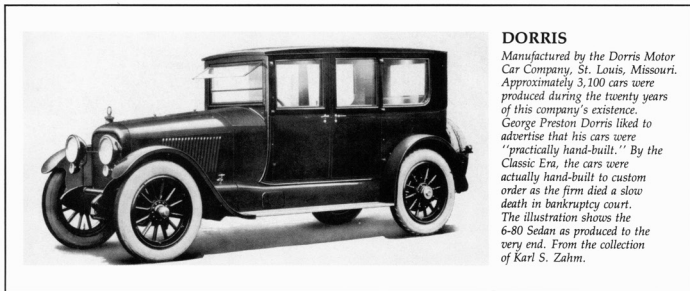
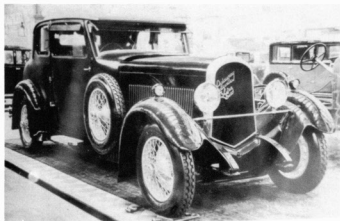


DARRACQ

Manufactured by S.A. des Automobiles Talbot, Suresnes. In 1912 Alexandre Darracq left the company he founded to rest on his laurels and enjoy his millions. The subsequent Darracq story became a tangled web as the firm moved into the S-T-D (Sunbeam-Talbot-Darracq) empire. Antony Lago was in charge by the mid-Thirties. This brochure extolled the 1939 line. From the collection of Henry Austin Clark, Jr.

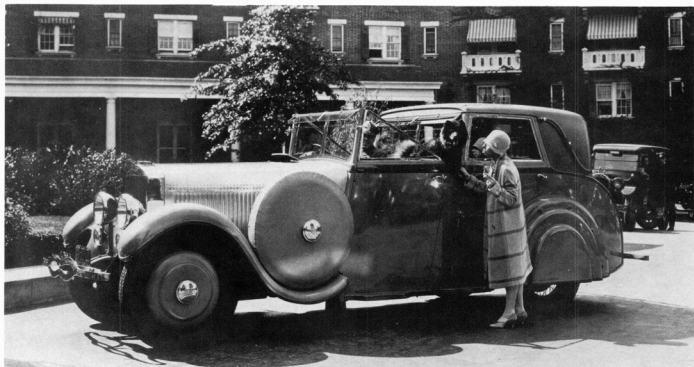
DELAUNAY BELLEVILLE

Manufactured by S.A. des Automobiles Delaunay Belleville, St. Denis, Seine. The most expensive and luxurious automobile in France—and some said the best car in the world—prior to the First World War, Delaunay Belleville saw its elite territory invaded by others following the Armistice. But a carriage-trade car it remained. The round radiator remained the Delaunay Belleville signature into the early Classic Era. The 1925 advertisement is from the collection of Henry Austin Clark, Jr. By the late twenties, the Delaunay Belleville look changed, as indicated by the Paris Salon photo from the collection of Walter E. Gosden.



DORRIS

Manufactured by the Dorris Motor Car Company, St. Louis, Missouri. Approximately 3,100 cars were produced during the twenty years of this company's existence. George Preston Dorris liked to advertise that his cars were "practically hand-built." By the Classic Era, the cars were actually hand-built to custom order as the firm died a slow death in bankruptcy court. The illustration shows the 6-80 Sedan as produced to the very end. From the collection of Karl S. Zahm.



EXCELSIOR

Manufactured by S.A. des Automobiles Excelsior, Saventhem. Excelsior shared premier status in Belgium with Minerva until taken over by Imperia in 1929. This photograph, taken that year, shows New York socialite Mrs. Jonathan Starr with her car. From the collection of Henry Austin Clark, Jr.



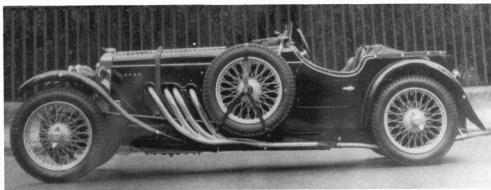
FARMAN

Manufactured by Automobiles Farman, Billancourt, Seine. The Farman brothers, Henry and Maurice, were famous as race drivers and aero engineers before becoming car manufacturers in 1920. Rival to Hispano-Suiza in luxury, the Farman survived to 1931. Approximately 120 were produced. The illustration appeared in a 1925 ad. From the collection of Henry Austin Clark, Jr.

F.N.

Manufactured by Fabrique Nationale d'Armes de Guerre, Herstal-lez-Liège. Belgium's most prolific marque, the F.N. distinguished itself with rally and luxury touring models until its death in the mid-thirties. Ad is from a 1926 issue of the German magazine Motor. From the collection of Walter E. Gosden.





FRAZER-NASH

Manufactured by A.F.N. Ltd., Isleworth, Middlesex, England. Fewer than 350 were produced from 1924 through 1939, but the "chain gang" sports car developed by Captain Archie Frazer-Nash won fame far beyond numbers. Photograph is c. 1930. From the collection of Walter E. Gosden.

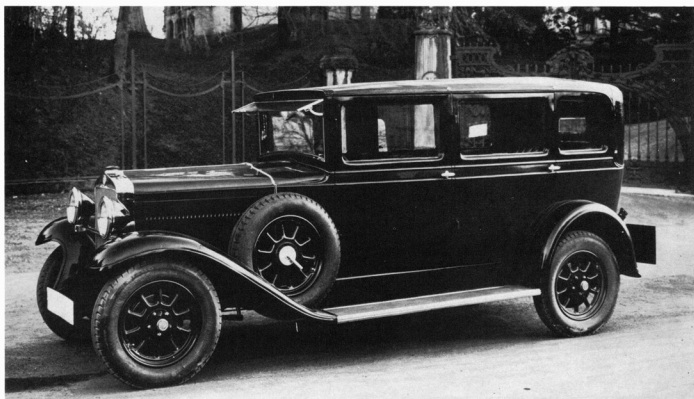


HUMBER

Manufactured by Humber Ltd., Coventry, England. Beginning with bicycles in 1868, Thomas Humber added automobiles to his company's line in 1898. A solid upper-middle-class English family car, the marque was characterized by conservatism and craftsmanship during the Classic Era. Illustration is from the frontispiece of a 1934 brochure. From the collection of Henry Austin Clark, Jr.

FIAT

Manufactured by Fiat SpA, Turin, Italy. In 1899 the firm was founded as Fabbrica Italiana Automobili Torino. By the Classic Era it was already an industrial colossus commanding over ninety percent of the Italian market. Fiats came in all shapes and sizes, including luxury models like this big sedan photographed in 1929. From the collection of John A. Conde.



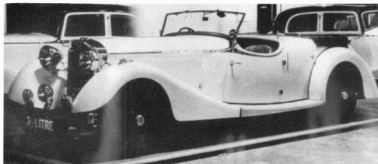
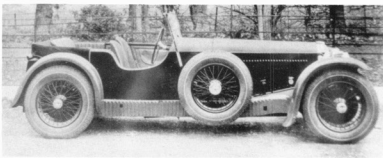
INVICTA

Manufactured by Invicta Cars, Cobham, Surrey.

The Invicta began life in 1925 as the idea of sportsman Noel Macklin and sugar king Oliver Lyle. Although other types were produced, the name is best remembered for the low-chassis 4½-liter models with the mean and hunkered-down look. No sporting car of the thirties hugged British roads better than the Invicta.

Photograph is from a 4½ Litre Tourer of 1931.

From the collection of Walter E. Gosden.

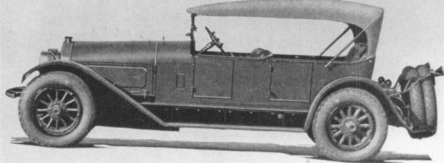


JENSEN

Manufactured by Jensen Motors Ltd., West Bromwich, England. Richard and Alan Jensen were brothers with a talent for creating coachwork that demanded to be noticed. In 1934 Clark Gable sent the Jensens a chassis from Detroit to be bodied. A little later Edsel Ford gave the brothers permission to use the Dagenham V-8 in a car of their own. This photo is from the '36 Paris Salon. From the collection of Walter E. Gosden.

LOCOMOBILE

Manufactured by the Locomobile Company of America, Bridgeport, Connecticut. The Locomobile star had begun to wane by the dawn of the Classic Era. But still produced was the magnificent Model 48 Sportif, a \$10,000 car. It died only when the Locomobile did following the stock market crash. Illustration is from 1927. From the collection of Henry Austin Clark, Jr.



LANCHESTER

Manufactured by the Lanchester Motor Company, Birmingham, England. The ultimate gentleman's carriage was a sobriquet enjoyed by the Lanchester during the early Classic Era. Its beginnings in 1895 paralleled the British industry itself. By the 1920's Lanchesters were revered for exemplary engineering and wonderful workmanship—and were priced accordingly. Ad appeared in the 1929 London Motor Show program. From the collection of Walter E. Gosden.

JORDAN

Manufactured by the Jordan Motor Car Company, Cleveland, Ohio. Ned Jordan is best remembered as a wordsmith and adman. The advertisements he created for his car were pacesetter for their lyrical romanticism, which occasionally proved a bit too sexy for the censors. Sexy cat's-eye Woodlites were standard on the sport Model Z Speedway Ace in 1930. The photograph was taken at the New York Automobile Show. From the collection of John A. Conde.

ITALA

Manufactured by Fabbrica Automobili Itala S.A., Turin, Italy. The big Italas of the mid-twenties were reminders of the marquee's glory years of the decade previous. The memory lingered until the mid-thirties. These illustrations appeared in a catalogue of 1925. From the collection of Henry Austin Clark, Jr.

THE
LANCHESTER
STRAIGHT EIGHT

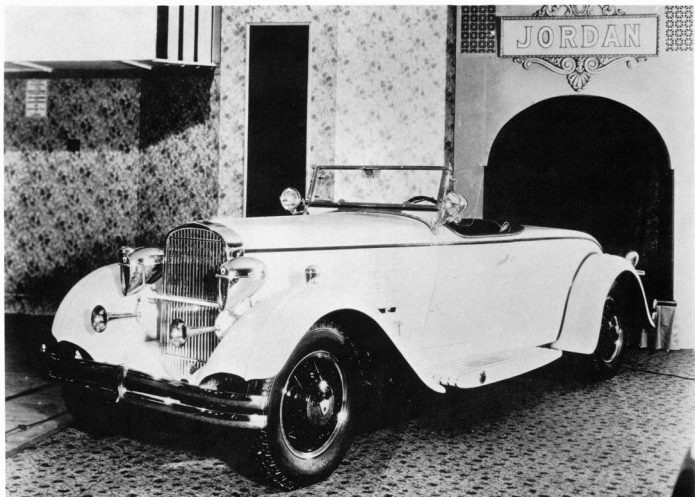
“A Superlatively Fine Car.”
Sunday Times.

THE result of many years of steady and continuous development is seen in the Lanchester 30 h.p. Straight Eight. It is the most talked of car of the year and marks a forward step towards the ideal of all motorists. It is exhibited with distinctive coachwork on

STAND 64

together with an example of the well-known Lanchester 21 h.p. 6-cylinder model, constituting a display of the best that the motor industry of the world has to offer. Ask for Catalogues. Total runs arranged at your convenience.

The 4-year Straight Eight Southampton Saloon.



CARROCERÍA TORPEDO
SOBRE CHASSIS ITALIA MOD. 61



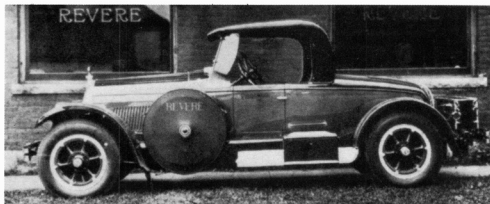
CARROCERÍA CONDUCIÓN INTERIOR
SOBRE CHASSIS ITALIA MOD. 61





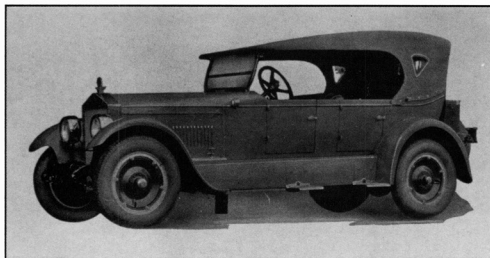
RAYMOND MAYS

Manufactured by Shelsley Motors Ltd., Bourne, England. The company was named for the hill that race driver Raymond Mays made famous while making himself legendary. His car was introduced in 1938, this photograph taken that year. Just five examples were produced before World War II called a halt to the project. From the collection of Henry Austin Clark, Jr.



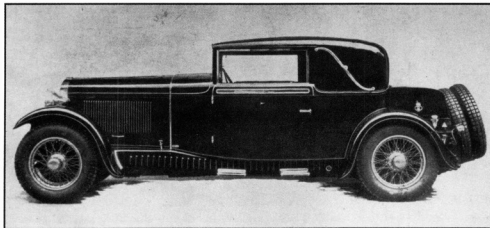
REVERE

Manufactured by the ReVer Motor Company, Logansport, Indiana. Grand larceny was charged but was never proved. Still, the scandal was death for this fine sporting luxury car. The photograph shows the final model, in 1926, with a stylish new hardtop and offering dual-ratio steering. From the collection of Keith Marvin.



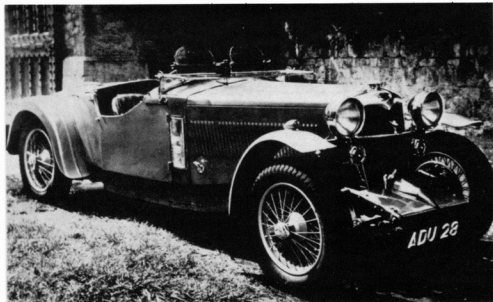
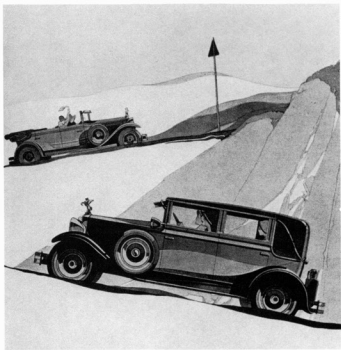
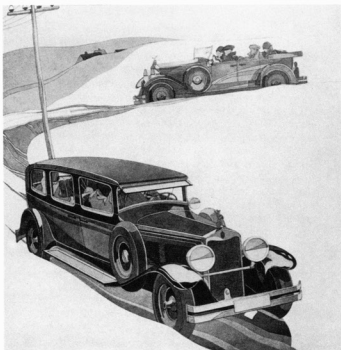
ROAMER

Manufactured by the Roamer Motor Car Company, Kalamazoo, Michigan. The company had originally carried Albert Barley's name and was born in Streator, Illinois. By the start of the Classic Era, however, Barley had sold out to a largely Canadian consortium, although the firm's factory remained in Kalamazoo, as it had been since the year 1917. Mary Pickford and Buster Keaton were Roamer owners, but there were not enough others like them to allow the marque to survive. The end came in 1930. The illustration is of the 1926 Model 8-88 Sport Tourer. From the collection of Henry Austin Clark, Jr.



ROCHET SCHNEIDER

Manufactured by S. A. des Etablissements Rochet Schneider, Lyons, France. The company was begun well before the turn of the century by Edouard Rochet, a mechanic's son, and Théophile Schneider, a silk manufacturer. For nearly four decades Rochet Schneiders were known for their excellent mechanics and silken performance. "Typique exemple de la construction française de luxe" read the caption to this photograph from 1931. From the collection of Henry Austin Clark, Jr.

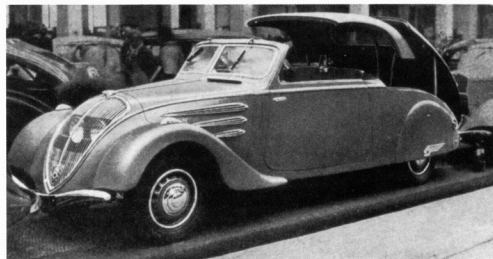


NAG

Manufactured by the Nationale Automobil-Gesellschaft A.G., Berlin-Oberschöneweide, Germany. An electrical company was the basis for NAG at the turn of the century. The Protos company of Berlin was acquired in 1926. Automobile production ended in 1934. The striking illustrations are from "Das Golden Buch des NAG Protos," c. 1929. From the collection of Robert N. Tuthill.

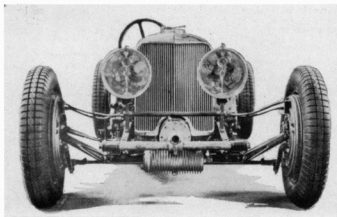
RILEY

Manufactured by Riley (Coventry) Ltd., Warwickshire. "Sausage making"—that's what Victor Riley called automobile manufacture, adding, "I can only continue in business as long as it holds some promise of romance." Racing did, and Riley did very well at it. This photo is of one of the 1934 Alpine Trial team cars. From the collection of Henry Austin Clark, Jr.



PEUGEOT

Manufactured by S.A. des Automobiles Peugeot, Sochaux, France. Corset stays and coffee mills were among the firm's successful products before Armand Peugeot took his family's company automotive in 1889. The marque became known for innovation, as indicated by this Paris show car of 1936 with retractable hardtop. From the collection of David R. Hollis.



SQUIRE

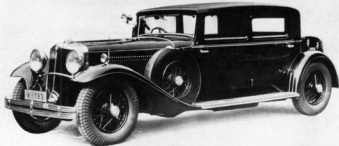
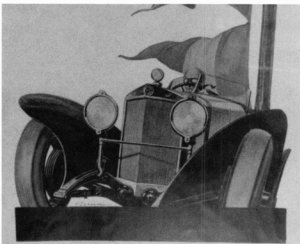
Manufactured by Squire Car Manufacturing Company Ltd., Henley-on-Thames, England. At the age of sixteen, Adrian Morgan Squire produced a six-page brochure for a 1½-liter two-seater sports car he wanted to produce. At the age of twenty-four, he built it. Two years of epic striving later, he admitted commercial defeat. Total Squire production had been just seven cars. A few more were assembled from parts on hand following liquidation in 1936. "A Squire deal is a Square deal." Adrian had punned. And it was. But £1,220 for the 1½-liter Squire put it in the 3½-liter Bentley league. Slashing the price below £1,000, which was done in 1935, had meant no profit at all. The end was inevitable. But the Squire was a jewel of a sports car, as shown in the chassis photograph. From the collection of Henry Austin Clark, Jr.



In allen Umständen siegreich

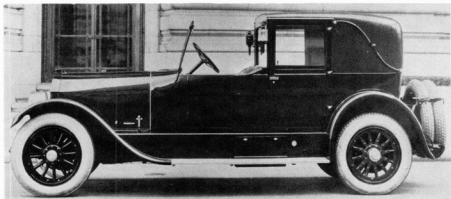
STEYR

Manufactured by Steyr-Werke A.G., Steyr, Austria. Challenging Mercedes in the luxury market was Steyr's aim in the twenties. By the mid-thirties, merger with Austro-Daimler and Puch was the road taken for survival. The advertisement from the glory years appeared in a 1925 issue of the German Motor. From the collection of Walter E. Gosden.



TATRA

Manufactured by Tatra-Werke A.G., Kopřivnice, Czechoslovakia. Named for the largest mountain range in the land, the Tatra was always remarkable and often revolutionary. Chief engineer Hans Ledwinka's answer to the question of how Czech dignitaries should be driven was the 5.9-liter V-12 Type 80, this photo from 1935. From the collection of Keith Marvin.



STEVENS-DURYEYEA

Manufactured by Stevens-Duryea Motors Inc., Chicopee Falls, Massachusetts. At \$10,175, the 1925 Model G Town Cabriolet was pricey for an American luxury car even during the Roaring Twenties—one reason this exemplary New England marque went under even before the stock market crash. "There Is No Better Motor Car" had been a slogan—and no exaggeration. From the collection of Keith Marvin.