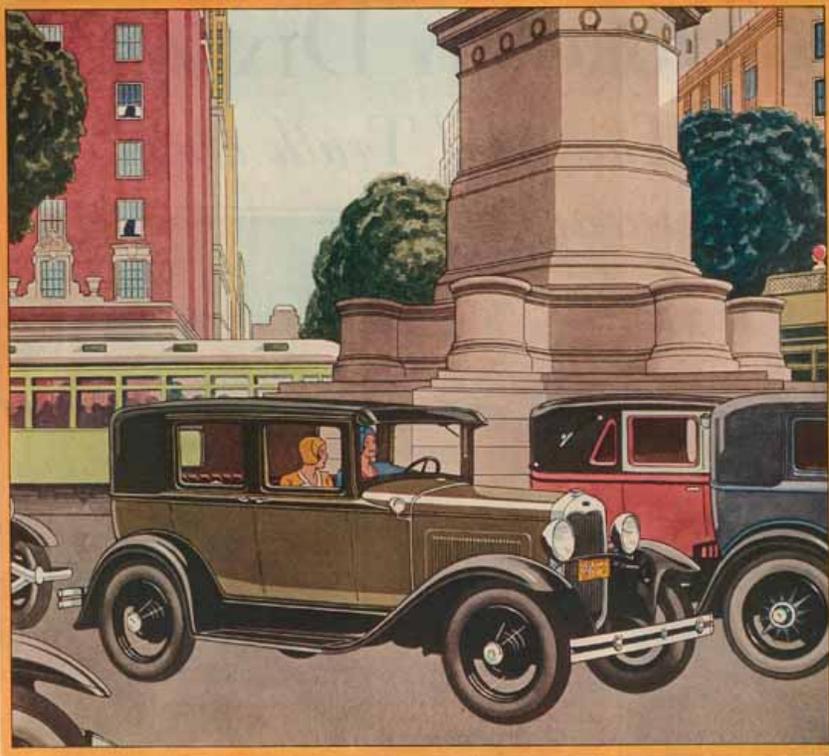


LADIES' HOME JOURNAL July, 1930



**An easy car for  
a woman to drive**

**THE NEW FORD DE LUXE SEDAN**

The new Ford is a splendid choice for the woman motorist because it is so reliable and easy to handle. Particularly in heavy traffic, you will appreciate its quick acceleration, alert speed, effective four-wheel brakes, and ease in steering, shifting gears, turning and parking. Another factor that contributes to your feeling of confidence and security in driving the new Ford is the Triplex shatter-proof windshield. This reduces the danger of flying glass, a frequent cause of injuries in automobile collisions. The Ford Motor Company has provided it for you on the new Ford as a contribution to greater safety on every highway. « « « « «



Ladies' Home Journal - July 1930

## Wilbraham Vintage Cars

*by Joan Paris*

**1901-1938**

Growling and purring, classic cars will once again strut and roar down Main Street turning in at the Old Meeting House on Sunday August 3 from 2-4 P.M. - back in time and back to the Hearse House garage. The last car to be garaged in the Hearse House was a bright red studebaker owned by Mrs. Lacrosse in 1948 who built out an extension to accommodate the length of the car. The car whose slogan was "First by far with a post

war car” was parked in the makeshift garage through the early fifties while her sons, Thomas and James attended Wilbraham & Monson Academy across the street.

Hearse houses were built for single horse drawn carriages and like bright red studebakers are mostly extinct. Our town Hearse House presently garages a hearse circa 1870 and the hearse house is only 1 of 13 still standing. The horse drawn Hearse will also be on display, joined by Bud Rothery and his 1931 *Model A Ford* and George Holman driving his 1923 *Silver Ghost Tourer* made by American Rolls Royce. A 1927 woody Pierce Arrow is also expected.

Some cars of the period were styled from mechanical genius and others marketed appeal to high society. In 1901 British inventor Frederick William Lanchester patented disc brakes and in that same year New York became the first state to require a license plate by law. In 1929 American Paul Galvin invented the first car radio and coined the name “Motorola” combining the idea of motion and radio- and Buick invented the first turn signal in 1938.

The auto manufacturer, Pierce-Arrow was established in Buffalo, New York and in production from **1901- 1938**. The company manufactured fire trucks, commercial trucks, camp trailers, bicycles and motorcycles, but its enduring legacy was expensive luxury cars.

Nationally known notables owning Pierce-Arrows were: Babe Ruth, John D. Rockefeller, President Roosevelt, Mrs. Andrew Carnegie, John Ringling, Emperor Hirohito of Japan, Orville Wright and Ginger Rogers.

George N. Pierce bought the Heinz, Pierce and Munschauer Company, best known for household goods and gilded bird cages in 1872 and began the Pierce line of automobiles in 1901. The first Pierce had a single- cylinder two-speed engine with no reverse. A two-cylinder model was built in 1904 and named the **Arrow**. The luxurious, upscale version was created in 1903 and in 1908 the Pierce-Arrow Motor Car Company was born.

Pierce Arrow was the first official car of the White House in 1903 ordered by U.S. President William Howard Taft. Woodrow Wilson and Warren G. Harding rode in an open-bodied Pierce Arrow to attend Harding’s 1921 inauguration and a 1919 Pierce Arrow is on view today at the Wilson presidential library. The car sold for \$10,000 during the lean American years of the depression and those who retained their wealth were reluctant to spend that much on a car. With no lower priced model in production to provide cash flow, the company declared insolvency in 1938.

### 1923

**George Holman** in town owns a **1923 blue-gray *Silver Ghost Tourer*** made by American Rolls Royce in Springfield MA. It has an all aluminum body manufactured by Rolls Royce Custom Coachwork.

His *Silver Ghost* has toured over 4,000 miles in England, Scotland, France, Switzerland, Germany, Italy and Bavaria. “I first became interested in classic cars when I was 15 years old. A neighbor had a Pierce Arrow and the first classic car I purchased was a 1930 V-16 Cadillac.”

Rolls Royce of America built its first chassis in Springfield Massachusetts to meet growing American demand in 1921. The *Phantom I* produced by the Springfield plant was touted for its well-engineered coachwork provided by Rolls-Royce Custom Coachwork and later by Brewster & Company.

The *Silver Ghost* manufactured between 1906 and 1925 built the company's early reputation in Europe. It had a 6-cylinder engine and 6,173 cars were built. In America 1,701 "Springfield Ghosts" were manufactured. The factory operated for 10 years, closing in 1931. Chassis manufactured at the Springfield factory were used to design the first British armored car used in both world wars.

### 1929-1931

**Bud Rothery** owns a **1931 Model A Ford**. In his lifetime, he has owned a 1915 Model T, a Model A roadster and a 1931 Model A Victoria. He became fascinated with the Model A Ford when he was 12 years old. He purchased his first- a 1929 Model A Business Coupe, which was sold and delivered for \$5.00 to his grandmother's garage from a dealer "down the street." He took it apart and put it back together. When he was a licensed driver, he found an abandoned 1931 model A on Wilbraham mountain; "It had good tires and inner tubes and no rust, so I restored it."

The Ford Motor Company produced 4,849,340 Ford Model A cars. The Model A replaced the Model T and preceded the Ford Model B and the new Ford V-8.

The model A was the first Ford to standardize driver controls- the conventional clutch, brake pedals, and a throttle starter and gearshift. It was also the first American car to have safety glass in the windshield. A roadster was \$385 and the Town Car was \$1400.

The top speed was 65 mph and typical fuel consumption was 25-30 mpg. Bud cautions a comfortable speed for the car is 35- 45 mph. "It's a car we've enjoyed and we've met a lot of interesting people. Our girls grew up in the rumble seat. It's a happy horse that you just become acquainted with and you don't run it at any high speeds," says Bud. He enjoyed attending the first national Model A club meeting in 1955 which also marked the 50th anniversary of the Ford Motor Company.

"The Model A fuel tank was located about knee height just forward of the windshield and you would stand up and reach out to fill the tank. The fuel gauge was a float with a small steel wire into the instrument panel and the transmission was a 3-speed with a 1-speed reverse."

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#### Text Reference

Georgano,G.N. Cars: Early and Vintage, 1886-1930 {London: Grange-Universal, 1985}

#### External links and additional information:

<http://inventors.about.com> ; <http://www.historylink.org> ; <http://www.wikipedia.com> ;  
<http://www.mafca.com> - Model A Ford Club of America