

The official newsletter  
of: **Revs Institute  
Volunteers**

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***Thank You to  
this month's  
contributors:***

- Tom Dussault
- Paul Kierstein
- Bill Vincent
- Frank Brown
- Whitney Herod
- Joe Ryan
- Chip Halverson
- John Wharton

# TAPPET CLATTER



Volume 28.6

February 2023



## ***Chairman's Notes***

***By Chip Halverson***

**As** I write this one week after our annual volunteer banquet, I am reflecting on what a special night it was. The banquet provides us the opportunity to gather with our spouses and friends and celebrate our involvement with Revs Institute. We can gather with the many friends we have made in a purely social environment.

Much has been accomplished over the last year. It is very difficult to single out some exceptional contributor's among this group. Having said that, this year honorees represent truly deserving volunteers. Their pictures follow in this issue along with some great candid photos from the event.

And lastly in regard to the Banquet, one of the highlights was having Larry Gleeson back in the building.

We wouldn't have the experiences we have without some extraordinary staff partners. Along with them, we are the human face of Revs Institute for our guests. Every day we are there, we rely on Katheryn, Anna and Debbie in the many ways we interact with our guests and a myriad of other details. It was very special to honor Katheryn at the Banquet, well deserved!

Finally, the person who makes it all work for the volunteers ...Whitney! She drives the entire program.

*(Continued on page 2)*

## *Chairman's Notes... continued*

*(Continued from page 1)*

She gets an amazing amount of work done. From the mundane scheduling and daily special requests for private tours and gallery assignments, to producing major events like the banquet. Consider that while she was preparing for the banquet she was a major part of the International Automotive Museum event and the Vero Beach Art Museum visit. With her leadership we have grown the volunteer organization both in overall numbers and new categories such as Guest Services and Stewards. I know I couldn't perform my function without a tremendous amount of help from her.

From all of us, Thanks Whitney!

*Chip Halverson*

## **T**APPET RIVIA

*By Joe Ryan*

This section is devoted to questions about the Miles Collier Collections cars or cars of the same period. Some of the questions might be a bit (very) obscure or (impossibly) tricky. Test your knowledge and *have fun!*

A few more Spirit of Ecstasy questions and a GT40 this month.

1. **Question:** The windshield wiper system on the Fort GT40 Mark II and the Mark IV used a modified motor from what airline manufacturer?
2. **Question:** The Centenary Rolls Royce Spirit of Ecstasy was installed in 2011-2020. Why was this version installed during this 10-year period?
3. **Question:** Rolls Royce used 5 versions of the Spirit of Ecstasy over a 100-year period. What was the reason for the modifications to the mascot?
4. **Question:** In the early years the Spirit of Ecstasy was made of Silver Plate Bronze. The 1929 -1939 Spirit of Ecstasy was made of Chrome Plated Bronze. Silver Plated Bronze was used for many years after WWII. What metal has been used to make the Spirit of Ecstasy since 2011?

# COORDINATOR'S CORNER



*By Whitney Herod*

Now that we've kicked off the New Year with the Annual Banquet to celebrate our achievements last year and the volunteers who helped make them possible, it's time to look ahead to what is in store for 2023.

To begin, I want to thank each of you for renewing your annual membership. We understand there are many places you could choose to donate your time, knowledge, and talents so, we're very fortunate to have your continued support advancing the Revs Institute Mission again this year. We also appreciate your voluntary financial contributions. Volunteer donations and guest gratuities are used solely to help "fund the fun," which is essential to ensure members feel engaged and appreciated. You can look forward to plenty of fun events this year, like the upcoming Gimmick Rally to the British Open Pub March 10.

As we continue to raise the bar of excellence, we will provide members with more opportunities to learn, collaborate and network with experts both within and outside of our organization. For example, John Wharton and the Training Committee have amped up training, offering back-to-back, top-notch sessions to strengthen collection knowledge and guest interactions. It's great to see everyone enjoying these classes. If you'd like to help support training initiatives as content expert or facilitator, please raise your hand. The Training Committee is always looking to recruit new talent.

Our Members Meetings will feature industry experts in a variety of fields beginning with John Doonan, IMSA president, who will speak at our March 1 meeting. If there is a topic or interesting guest speaker you can help connect us with, please do! Networking is one of the best ways to improve our program and expand our mission reach.

Finally, we will continue to collaborate with other museums as we did recently with the Vero Beach Museum of Art. I'm happy to report that following their visit here at Revs Institute, the VBMA Docents returned to Vero Beach better prepared for their Rolling Sculpture (first ever) Automotive Exhibit. The Director of Education shared feedback that VBMA Docents are enjoying leading tours, guests are giving rave reviews and attendance has been record breaking! We will schedule a road trip to Vero Beach before the exhibition ends and look forward to seeing these design focused Docents interpret cars in exciting ways!

## *Membership Report* By Tom Dussault

The Membership Committee held a meeting on January 6, 2023. The meeting was called to review our results from 2022, to set guidelines for the coming year and to discuss a number of other issues. The meeting predominantly focused on developing reasonable standards and guidelines for nominating candidates for the Emeritus award. Specifically, we are working to establish criteria to be considered during the nomination/selection process as well as to define the opportunities to continue to contribute to Revs Institute for those members awarded this high honor. We believe this is a worthwhile effort as the Revs Institute Volunteers organization has never had formal criteria or guidelines for awarding the Emeritus honor.

The committee's recommendations were presented to the Board of Directors at the January board meeting. Members of the board as well as other attendees contributed ideas and recommendations. The criteria and procedures will be refined and finalized and presented to the Board for approval in February. We expect to publish the Emeritus guidelines in the March issue of Tappet Clatter.

The Membership Committee will hold a follow-up meeting on February 3rd to discuss a number of issues and ideas for 2023.

## *New Training Classes* By John Wharton

Accuracy is our hallmark so please try to attend all three classes

Porsche Gallery Refresher: Feb. 15 both @ 10:00 am - 11:30 am

Whether you've been away for a while, or still have trouble keeping all the Porsches straight, this refresher class is meant to reacquaint you with a key aspect of Revs Institute. Porsche savant Ralph Stoesser is your guide in an immersive galley tour.

Open Wheel Deep Dive Master Class: Feb. 8 and Feb 22 @ 10:00 to 11:30 am

Taught by John Fritz in the Revs Gallery. This covers racing cars, their histories and technological evolution through the Miles Collier Collections.

MythBusters: Mar. 6 @ 10 am - 11:30 am

In 90 minutes we tackle twenty misconceptions, twisted rumors and outdated pieces of information that have popped up in the Revs Institute Volunteer exhibit narrative.

Footprints Master Class: March 15 and March 22 @ 10:00 to 11:30 am

Taught by Morris Cooper, And now for something completely different - the opposite of a deep dive in an opportunity to experience the stories of individuals who have left their "footprints" across many cars throughout the entire collection. This is a presentation in the theater in a unique format, drawing on the audio-visual resources of the Revs Institute library.

## ***Events Calendar***

Event	Date	Info or contact
<b>Seagate Christian School</b>	Feb 7 @ 12:30 pm	Sign up on VicNet
<b>Open Wheel Deep Dive Class</b>	Feb 8 @ 10:00 am	Sign up on VicNet
<b>Volunteer BOD Meeting</b>	Feb 10 @ 10:00 am	Sign up on VicNet
<b>Platinum Audi Club</b>	Feb 11 @ 10:30 1m	Sign up on VicNet
<b>Porsche Gallery Refresher Class</b>	Feb 15 @ 10:00 am	Sign up on VicNet
<b>Porsche Everglades PCA</b>	Feb 17 @ 10:30 am	Sign up on VicNet
<b>Open Wheel Deep Dive Class</b>	Feb 22 @ 10:00 am	Sign up on VicNet
<b>Ladies of Naples Lake I</b>	Feb 24 @ 10:30 am	Sign up on VicNet
<b>Dartmouth Tour</b>	Feb 24 @ 1:30 pm	Sign up on VicNet
<b>Member Meeting—John Doonan</b>	Mar 1 @ 10:00 am	Sign up on VicNet
<b>Ladies of Naples Lake II</b>	Mar 3 @ 10:30 am	Sign up on VicNet
<b>Mythbusters Training Class</b>	Mar 6 @ 10:00	Sign up on VicNet
<b>Platinum Yacht Club</b>	Mar 8 @ 1:30 pm	Sign up on VicNet
<b>Gimmick Rally</b>	Mar 10 @ 10:15	Sign up on VicNet
<b>Footprints Master Class</b>	Mar 15 @ 10:00 am	Sign up on VicNet
<b>Women's Cultural Alliance</b>	Mar 17 @ 1:30 pm	Sign up on VicNet
<b>Footprints Master Class</b>	Mar 22 @ 10:00 am	Sign up on VicNet

*For a full list of daily tour groups and events, go to the 'Calendar of Events' on VicNet.*

## ***Members Meeting... Sign Up Soon!***

***Be sure sign up on VicNet for the March 1st, 2023 Revs Institute Members Meeting.***

The featured speaker is John Doonan, the President of the International Motor Sports Association (IMSA), the premier sports car sanctioning organization in North America. John Doonan has been called the most influential person in sports car racing today. Anyone who watched the recent Rolex 24 Hours of Daytona can attest to how successful these changes have been. The racing was very, very close, even after 24 hours.



## *Volunteer Board of Directors Candidates*

It is time to elect three new members to our nine-member Revs Volunteers Board. We elect three new board members each year, with board members serving three-year terms.

At the time of this publication, we have three candidates and three openings on the board. These three candidates will win by acclamation if a fourth candidate does not come forward. If other candidates come forward, their bios will be circulated to all volunteers for consideration and an election will be held by electronic voting. Additional volunteers wishing to be considered must contact **Hank Berglund**, Nominating Committee Chair at [shberglund@aol.com](mailto:shberglund@aol.com).

The final voting results, or acclamation, will occur at the March Volunteer Monthly Meeting that will be held on March 1st, at 10:00 am.



**John Wharton**

**A** year prior to my retirement in 2017, my wife and I visited Southwest Florida for the first time and toured Revs, where I told her, "If we come to move here, I am so going to try to volunteer at this place!" Fortunately, all did come to pass, and Revs now affords me the chance to mix four decades of work in the museum field with an almost innate love of cars, having grown up in Indianapolis during the Golden Age at the Indy 500.

As an aspiring car guy, I joined SCCA and road-rallied before graduating high school, wrenched on early restoration efforts by a childhood friend who co-founded PB Tweeks (for you long-time Porsche-philes), and much later turned to autocrossing to satisfy the need for speed, winning regional and divisional class championships and participating in seven Solo2 Nationals.

At Revs I've been able to apply some of my work experience, where I started as a planetarium director (literally lecturing to people behind their backs and keeping them in the dark) before moving into administrative roles such as head of visitor experience, special projects, and facility operations at the Saint Louis Science Center, a 300,000 sq.-ft. science museum that drew nearly a million visitors annually. During that time, I also became involved in fostering professional standards in the field, volunteering as a peer reviewer in the American Alliance of Museums' Accreditation and Assessment Program.

I've been impressed with how effective our Station Guides and Docents are in interpreting the many facets of the automobile to our visitors while striving to safeguard the collection, and hope to work with the rest of the Volunteer Board in finding new ways to make the visitor experience even better at this special place.

## *Volunteer Board of Directors Candidates*



James C Wood II

I was born and raised in South Bend Indiana in the shadow of the Golden Dome. I bought my first car when I was 13 a 1932 Ford five window coupe V8. My second car when I was 15 a 1953 Chevrolet coupe which I fixed up until my dad let me get my driver's license. I has the first set of Cragar S/S mags in the Midwest sent Railway Express by train as no UPS or FED-X existed. I had a school buddy that his dad owned a metal finishing shop and I had everything that would unbolt chrome plated. I had the interior and trunk custom upholstered and the three piece bumpers welded and redone with no bolt holes showing. I junk yarded a DeSoto grille bar into the stock opening.

At 16 I started in the parts Department part time for a new Chevrolet Dealership. After graduation a friend called and wanted me to be assistant Parts Manager at a Pontiac dealer. After a few years there, the Factory Representative from Chicago Zone Office told me a Pontiac-Buick dealer in a nearby town needed a parts manager, I interviewed and got the job.

My future wife was working at another Pontiac dealer as a bookkeeper and she called me to tell me that that parts manager had been fired. It was close to home so I took that job. That dealer got phased out and we both went to Elkhart Indiana to work in an Oldsmobile-Cadillac dealership. I was sent to Flint to General Motors Institute for dealer management school. Eventually becoming operations manager over parts, service and body shop.

I partnered with Larry Bock in his dealership with the understanding he was opening up a new place in Naples Florida on US41 at Pine Ridge Road. By 1980 we purchased the dealership from Bock and were there for 25 years under the Jim Wood Motors name which still exists.

I just started my 11th year at Revs Institute and was a docent and volunteer at the Studebaker National Museum for 10 years when going back and forth to the north. I was a certified appraiser of Antique, Classic and Collector cars for 35 years doing individual and collections for Hagerty, Grundy and State Farm Insurance Companies in Indiana, Illinois, Michigan and Ohio. I went to Carlisle and Hershey Car Meets for over 30 years SEMA Show in Vegas. I bought and sold many collector car over the years. I am a 32 Degree Scottish Rite Mason, former Rotarian and a Paul Harris Fellow, past President and 25 year board member of the Indiana Auto Dealers Association, served on several boards in my hometown.

## *Volunteer Board of Directors Candidates*



**Mark Komanecy**

After becoming a full-time Naples resident in 2018, I joined the Revs Institute volunteer team in the summer of 2018 and became a Docent in 2022.

In addition to serving as a Station Guide and Docent during the past 4+ years, I have worked on a couple of notable additional projects at Revs Institute.

First, in 2019 I successfully completed a complete inventory and digitization of our Adopt-A-Car library, which uncovered a number of older AAC reports and has allowed us to have online access to all of our AAC documents. Then in late 2020, I was chosen by the Revs Institute staff to join the team working on a Revs Strategic Plan, which was completed in 2021 and outlined several key initiatives to be pursued by Revs Institute over the next few years.

In 2023, I will also be working with fellow Revs volunteers in our Outreach Program, which includes recruiting & promotional events at a variety of community venues.

It has been a privilege to be a part of such a great organization and I respectfully declare my candidacy and ask for your vote to become a member of the Volunteer Board of Directors.





# January 2023 Awards Banquet

The 2023 Volunteer Awards Banquet was a wonderful night. This annual gathering of Volunteers and Staff is a celebration of the successes for the year as well as a social gathering. It also allows for the recognition of some outstanding Volunteers. We can also honor the Staff member that has been most helpful to the Volunteers throughout the year. Below and on the next page are this year's honorees. Please join in congratulating these recipients for 2023.



Chip Halverson,  
our Volunteer Chairman Presents



Henry Donath  
Outstanding Youth Volunteer



Lauren Goodman  
Outstanding Research Author

*Damian Buerer Photos*



Ralph Papa  
Outstanding Station Guide



Tom Saracco  
Outstanding Docent

*Continued on page 10*

# Awards Banquet ...continued

Continued from page 9



**Phil Panos**  
**Joe Leikhim Award for**  
**Outstanding Service**



**Katheryn Martin-DeRogatis**  
**Outstanding Volunteer Support**

*Damian Buerer Photos*

Phil Panos was our Joe Leikhim award winner this year. This award for outstanding service to the Volunteer with the highest lifetime hours of any of us! Phil was chosen for his contributions in Mentoring, Membership recruitment and development. Well deserved, Phil. And last, but not least, congratulations to Kathryn. We could not accomplish this without your help!



*Continued on page 11*

# *Awards Banquet ...continued*

*Continued from page 10*



*Paul Keirstein Photos*



Enjoy these wonderful candid photos from Paul Kierstein and Damian Buerer from the banquet. From the smiles, a good time was had by all. Thank You, Whitney and the Staff for a wonderful banquet!



*Damian Buerer Photos*

## *MythBusters Part I*

*By John Wharton*

**A**s a volunteer at Revs Institute you signed on to interpret the history and legacy of Miles Collier Collections. We seek to stress the importance of accuracy and authenticity in interpreting the collection. And we aim to identify and eradicate the use of outdated information, frayed embellishment, fractured rumors, and other cases of misinformation. This is the impetus for the creation of this article and the class for our volunteers ... MythBusters!

This month's first installment;

### **Times Change (But Sometimes Signs Don't)**

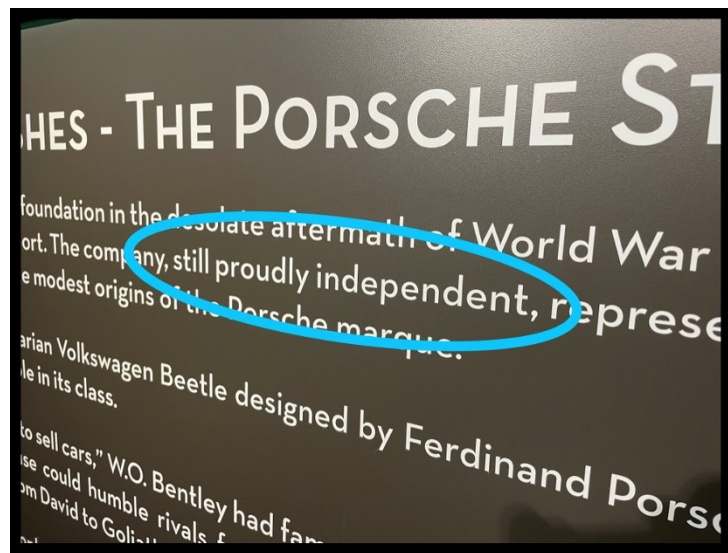
#### **“Porsche - How independent, and who owns who?”**

Permanent signage at Revs dates to the late 1980s. Back then, Porsche was still a family-owned affair, as it had been since its start as a carmaker in the late 40s. But, corporate ownership is twisting, turning, sinuous sort of thing. And a guest who is a Porscheophile or VW investor may point out to you that the statement on corporate ownership on the gallery entry sign is questionable.

By 1972, the company's legal form was changed to a public limited company known as Porsche AG, as Ferry Porsche came to believe the scale of the company outgrew a "family operation". This led to an executive board from outside the Porsche family and most family members left the company, including Louise's son and head of design, Ferdinand Piëch.

Piëch moved on to ultimately head Audi, at that time a subsidiary of Volkswagen Group. By the early 90's he had risen to be CEO of Volkswagen, which grew to include Audi, Bentley, Bugatti and Lamborghini.

In 2007, a holding company was formed for the Porsche family's majority stakes in both Porsche and VW. This set the stage for something of a merger of the two companies in 2011, orchestrated by Ferdinand Piëch. The Porsche marque was designated as another subsidiary of Volkswagen, but Porsche SE continued to own a majority share in Volkswagen.



*John Wharton Photo*

*(Continued on page 13)*

## *MythBusters...continued*

*(Continued from page 12)*

The DieselGate scandal of 2015 further muddied the waters and the resulting sanctions and lawsuits against VW and Porsche paved the way for more corporate machinations.

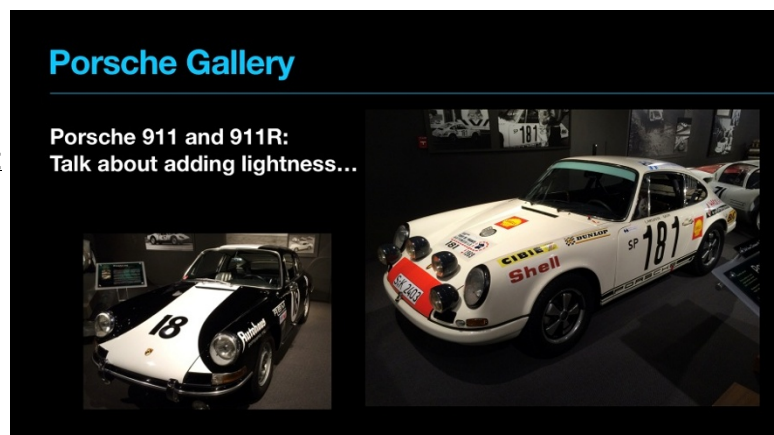
In February of 2022 Volkswagen launched a public stock offering of Porsche, with Volkswagen retaining three-quarters of all shares. In the preliminary IPO offering, enough shares were sold to make the value of the company an estimated 75 billion euros. So Porsche is now the most valuable car company in Europe, surpassing Mercedes-Benz, BMW — and even VW.

Back to the original question. Is Porsche “still proudly independent”? It really depends on how you view Porsche. Corporately-speaking, Porsche is part of the vast Volkswagen portfolio. But, as a financial juggernaut, Porsche seems to have VW dancing to its tune.

### **“Porsche 911 and 911R - Talk about adding lightness...”**

The 911R was a race car designed to be lightweight — the only saving grace of the car in Ferdinand Piëch’s mind. Pounds were shaved by the liberal use of plexiglas panels, a thinner-glass windscreen, resin plastic door handles, Perspex side windows, leather straps to raise the windows in place of cranks, and fewer instruments in the dash. Even the second “R” in Larrousse on the side of the car was omitted! All this brought the car’s total weight down to around 1,800 pounds. Which makes the signage for the neighboring original 911 a bit of a confusing issue.

Keen observers and close readers among our visitors occasionally point to the text panel signage for these two adjacent cars, showing the 911R heavier than the first generation nearly-stock 911! The early 911 was decidedly not 200 pounds lighter than the 911R, but actually tipped the scales off the assembly line at over 2,300 pounds. You can tell your guest this is just a typo on the 911 panel, and that the original 911 is definitely not one of the lightest cars in the museum!



*John Wharton Slide with Peter Harholdt Photos*

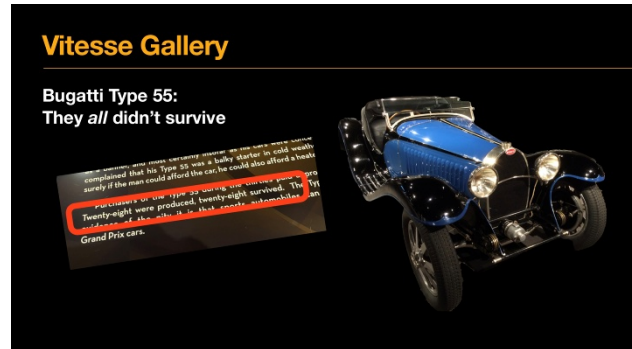
*(Continued on page 14)*

## *MythBusters...continued*

*(Continued from page 13)*

### “Bugatti Type 55 - They didn’t ALL survive”

Here’s another typo, and this one’s minor and pretty cut-and-dried. The text panel reads that 28 Bugatti Type 55s were built and 28 remain. If only. *Thirty-eight* Type 55s were built, with 28 remaining. Eleven of the 14 roadster-bodied Type 55s designed by Jean Bugatti are still in existence. And one of them sold at auction at Amelia Island in 2020 for just over \$7 million.



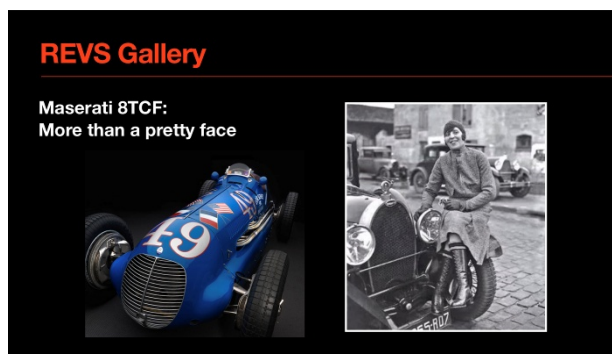
### “Miller 91 - Records were made to be broken”

This one didn’t start out as an error. But time marches on, and records are made to be broken. The text panel and wall photo adjacent to the Miller 91 refers to a similar Miller having the longest span for holding the Indy 500 track record.

The nine-year run of Leon Duray as fastest at Indy was impressive. However, Arie Luyendyk has bigger bragging rights. In breaking the track record in a Reynard/Ford Cosworth on the second weekend of qualifying in 1996, his nearly-237 mile per hour mark has held this distinction for two-and-a-half decades. At least for now.

### “Maserati 8TCF - More than a pretty face”

This isn’t a case of incorrect signage as much as incomplete. There was more to Lucy O’Reilly Schell than being the owner of this car at one time. And the full story makes this car even more intriguing, especially to our female visitors. An expatriate American heiress living in France, Lucy was the owner and entrant of the pair of E’curie Bleu team Maserati 8TCFs in the 1940 Indy 500. Luigi Chinetti was crew chief, and the French government helped send drivers Rene Dreyfus and Rene Le Begue to drum up support for France against the Germans.



As a woman in 1940, Lucy was not welcome in the pits at Indianapolis. Not that it mattered. She wasn’t even in the United States that May, as she was caught up in the turmoil growing in Europe before making a break for America when the Germans took Paris weeks later.

*John Wharton Slides with  
Peter Harholdt Photo*

[Speedqueens.blogspot.com](http://Speedqueens.blogspot.com) (Continued on page 15)

## *MythBusters...continued*

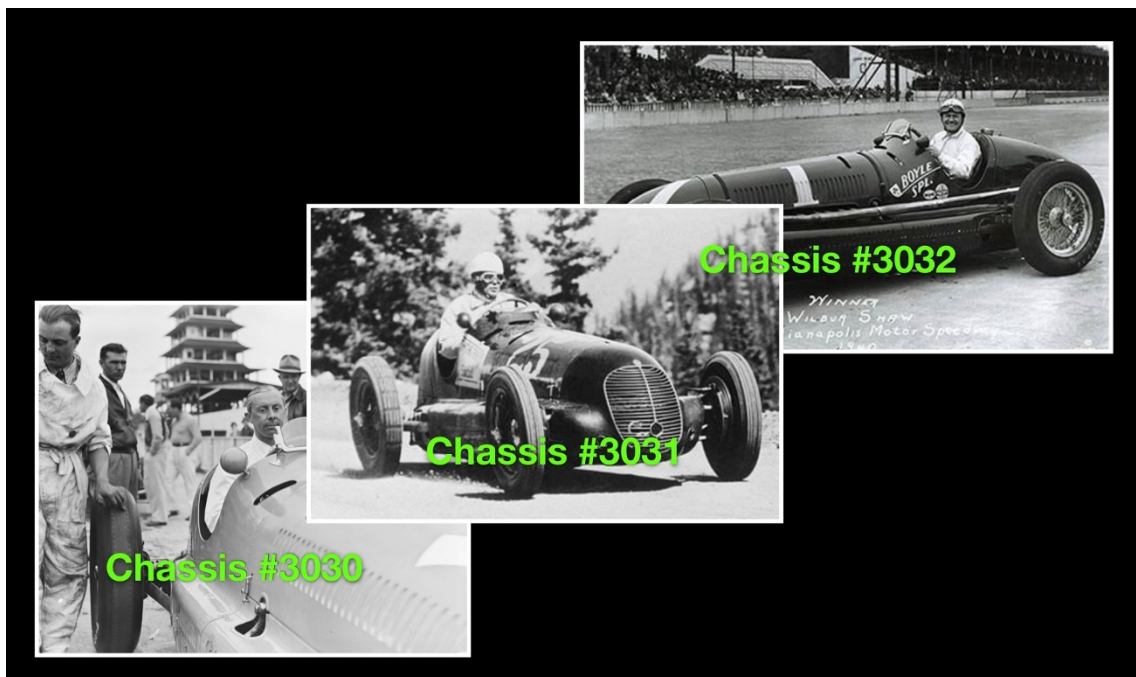
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Before all this, Lucy had been one of the more accomplished of a number of female race drivers in the 20s and 30s. She was also more accomplished than her racer husband, Laury, and competed in the major rallies, sports car and Grand Prix racing of the day. After retiring as a driver, and with the death of Laury, she became a serious car owner. Beyond fielding the 1940 entry at Indianapolis 500, she spurred and funded Delahaye's 1938 Grand Prix effort, as detailed in Neal Bascomb's 2019 book *Faster*.

(As an interesting sidebar, one of Lucy's son's, Harry, went on to a sports car and Formula One racing career in the 1950s — the only instance of a mother-son driver lineage in the upper echelon of racing.)

### **Bonus MythBuster!**

We know all three of the 8CTFs did better in America than in the 1938 Grand Prix season in Europe. And we know the third car, chassis #3032 and fielded by "Umbrella Mike" Boyle, won Indy in 1939 and '40. Mr. Collier's car, chassis #3030, finished 10th in 1940, and ran in a few more 500s, in '41 and '46 and '48. It was even entered in the 1952 Watkins Glen Grand Prix, but didn't qualify. However, the #3030 car at Revs did NOT win the Pike's Peak Hill Climb in 1946 and '47 — that crown went to chassis #3031, the other car entered by Lucy O'Reilly Schell at Indy in 1940.



*Revs Institute Photo*

*Getty images*

[myclassicgarage.com](http://myclassicgarage.com)

## *1934 LaSalle Series 350, Part II*

*By Frank Brown*

### **Harley Earl Creates LaSalle**

At the end of Part I, Harley Earl comes to the attention of Cadillac and General Motors. In the summer of 1925, Don Lee, the exclusive Cadillac distributor in California, ordered 100 chassis from Cadillac in Detroit, to create a series of custom five-passenger sedans. The large order caught the attention of Mr. Fisher who decided to travel west to learn first-hand what was going on.



*1934 LaSalle*

*Photos Courtesy of Revs Institute  
Peter Harholdt Photo*

From *Harley Earl, the Rise of General Motors, and the Glory of Detroit*, the author, W. Knoedelseder writes;

*Fisher's trip to California that December turned out to be one he would never forget. For starters Don Lee and Harley Earl set up a series of social events and parties in his honor ... At one such soiree, Harley and Fisher were drinking bootleg booze and talking when Harley supposedly boasted "I can make a car for you, like your Chevrolet, look like a Cadillac."*

*That wasn't exactly the solution to Fisher's problem, he needed a Cadillac that looked like a Packard. But he liked Harley's cocksureness. "If you can do that," he replied, "you've got yourself a job."*

*While Cadillac styling individuality reached its peak during this golden classic era, production tumbled to minuscule levels. Had it not been part of the General Motors empire with its vast resources spread over many divisions, Cadillac might have not survived the Depression.*

### **LaSalle, from Inception:**

After accepting Larry Fisher's proposition, Harley Earl left California for Detroit January 6th, 1926. He took on the challenge from GM to dream up the new companion car to the venerable Cadillac auto, in record little time, and just in time for the next model year, 1927.

Wasting no time, he competently combined shapes that he had created while at his father's, and later at Don Lee's shop, to produce a striking new car design that evoked Hispano-Suiza cars in some ways.

*(Continued on page 17)*



## *1934 LaSalle Part II...continued*

*(Continued from page 16)*

The amazing product of his handiwork resulted in the 1927 LaSalle, introduced in March of that year. It was a roaring success, especially the open models which were second to none in their beauty and flair.

The Cadillac companion car also proved to be Earl's launch-pad into a meteoric automotive design career that would ultimately oversee the entire line of cars for GM, the largest corporation in the world for decades of the twentieth century. From 1927 onward, he was responsible for revolutionizing American automobile design.

The LaSalle was rolled out to coincide with the twenty-fifth anniversary of the Cadillac company.

LaSalle had a lot to offer: It featured a brand-new V-8 Cadillac engine, its "second generation" V-8, with a 303 cid and 75 bhp; they became known as the Series 303 LaSalles. This engine was not offered in Cadillacs until 1928.

Two wheelbases were offered: 125 inches (15 inches shorter than Cadillac's) and 134 inches. Eight Fisher bodies were available for the short chassis and three more for the longer one. Priced from \$2,495 to \$2,695 it filled the gap between the highest priced Buick (\$1,995) and the base Cadillac.

In 1929, the 134 inch wheelbase was standard in all body styles, except the two-seater coupes and roadsters. That year, chrome plating, the synchromesh transmission and safety glass were introduced, and the engine was bored out to 3.25 inches for 328 cid – making it the Series 328.

Going into 1930, with the re-styling of each year, LaSalle was departing from its Hispano-Suiza inspired original styling and picking up on big brother Cadillac's massive appearance. The 134 inch wheelbase became standard on all models and the engine bore was increased by another 1/16 inch, to become the Series 340 – the same 90 bhp as was being used in the 1928-29 Cadillacs.

During its first three years, LaSalle became an ascendant brand. By 1929, it was outselling Cadillac, but by 1930, the roaring sales volumes of the twenties became murmurs for all luxury car brands; LaSalle's own sales tumbled to levels below those of 1928.

1931 was a year that especially challenged the luxury car makers, but to lure buyers, the Cadillac division installed the engine from the prior year's Cadillac in the LaSalle – the V-8 bored to 3.375 inches for a displacement of 353 cid and 95 bhp. To reduce costs, Cadillac shared LaSalle's 134 inch wheelbase. That setup persisted until the 1933 model year; from 1931 to 1933, buyers were effectively getting a Cadillac Series 355 for the price of a LaSalle.

*(Continued on page 18)*

## 1934 LaSalle Part II...continued

*(Continued from page 17)*

Despite the two additional available wheelbase lengths (130" and 136"), more horsepower and a major facelift in 1933, which made it look like a Cadillac, sales continued to plummet.

By 1933, fewer than 3,500 LaSalle and 3,200 Cadillacs were made. It made no sense to management to continue two separate lines that shared so many common parts. A cheaper line of Cadillacs would have to replace LaSalle.

The decision to eliminate LaSalle for the 1934 model year may have been the proper and financially responsible one, but it had been made without the benefit of management's review of the 1934 LaSalle.

### **The 1934 LaSalle, the One that Almost Wasn't:**

All of the GM divisions had eliminated their companion cars by 1932. LaSalle had been the only companion car survivor in 1933.

Harley Earl solicited new and different ideas that would help in reviving the now moribund LaSalle. Earl, like many executives of the day, would take an annual European vacation. 1932 was no different. In the autumn of that year, he sailed on his annual trip. Earl used his vacations to visit the Paris salons to be inspired for his future designs.

He left Tom Hibbard, head of the Cadillac division design group and Jules Agramonte, head of the LaSalle group, with Harry Shaw as overall coordinator. In Earl's absence, Agramonte (a Fleetwood alumnus) decided to try a different approach. He utilized some of the concepts that he had seen in the narrow fronted English beach racers. Their hoods were narrow and tapered, their grills were more slender and taller, their noses and their headlights were attached to the radiator shroud with short stubby wings; the catwalk was very low, and there were fender skirts over the front wheels similar to the pontoon landing gear of racing airplanes.

Agramonte showed Harry Shaw design proposals that could make a good 1934 LaSalle. Shaw told him to put the designs away.

Nov. 6, 1934. H. J. EARL Des. 93,764  
AUTOMOBILE OR SIMILAR ARTICLE  
Filed May 9, 1934 3 Sheets-Sheet 2

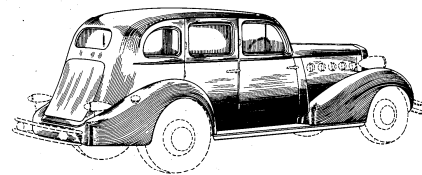


Fig. 3

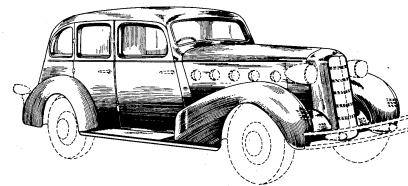


Fig. 2

Harley J. Earl  
INVENTOR.

BY  
Carmen Huella Laughlin & Busch  
ATTORNEYS.

*Design Patent Drawings from the  
US Patent Office*

*(Continued on page 19)*

## *1934 LaSalle Part II...continued*

*(Continued from page 18)*

When Earl returned from Paris, Agramonte was away on his own vacation, but he made sure he left the designs of his proposed 1934 LaSalle where Earl might find them while he made his late-night rounds.

Purportedly, Earl became terribly excited about what he saw and asked Agramonte to further the design and to make clay models. The result was so agreeable that a sample body was ordered to be made from scrimmed wood and metal completely trimmed. The accuracy of the model was complete down to every detail including the biplane bumpers, the round hood ports, the three chevrons on the leading edge of each front fender, and the five chromed hashmarks resembling fins on inboard drum brakes on racing cars.



*Peter Harholdt Photo  
Courtesy of Revs Institute*

The custom was for management to review the upcoming year's designs in the GM auditorium. The new cars would be concealed behind curtains. The 1934 review was attended by GM president William S. Knudsen, Cadillac division president Lawrence P. Fisher, Chief engineer, Ernest C. Hall, Cadillac General Sales Manager John C. Chick and works manager Nicholas Dreystadt. Following the presentation of all other divisions, Harley Earl stood up and said "Gentlemen, if you decide to discontinue the LaSalle, this is the car you are not going to build". The executives sat speechless as they gazed at the makeup of the revolutionary 1934 new design.

In the book, *LaSalle, Cadillac's Companion Car*, Van Gelderen and Larson write;

*Strother MacMinn once commented, 'he was after prestige and leadership for the corporation, which he knew would pay off in the long run. To sell that point to a bunch of bookkeepers must have been the most difficult thing in the world, and yet he had the forcefulness to do it; a remarkable achievement'.*

Some believe that GM executives were looking for something new to inject excitement into the product line. The *Art and Colour* [sic] department's (Official name of Earl's design group) proposal for the 1934 LaSalle offered a totally different but extremely pleasing design that seemed to be the answer; everyone liked it, and GM reversed its decision to discontinue the LaSalle. The reversal of that decision meant that the LaSalle production-readiness became a serious challenge. The new design was so different from any previous proposals that it was going to be like making a custom-built car. Only someone like Harley Earl could have convinced management to buy his new design and his efforts resulted in the survival of the LaSalle brand for six more model years.

***Next Month, 1934 LaSalle Part III: The LaSalle's Features***

# *The Flying Bugatti*

*By Bill Vincent*

I am guessing we've all marveled at the beauty and stunning craftsmanship of the two Bugattis at the Revs Institute. The Type 35B Grand Prix and The Type 55 Super Sport (right) are both great examples of Bugatti's design and engineering prowess.

Sleek, detailed, and FAST! But there was one Bugatti that REALLY almost flew!

That lesser known model was the 1938 Bugatti Model 100 Racer! Looking at it, it's hard to imagine something like this... in 1938! During World War I, Bugatti had designed two aircraft engines for the French government: A 250hp straight eight and a 450hp double straight eight (U-16). These engines were even licensed to be built by the Duesenberg Motor Co., but the war ended with only about forty being built.



*Peter Harholdt Photo  
Courtesy of Revs Institute*



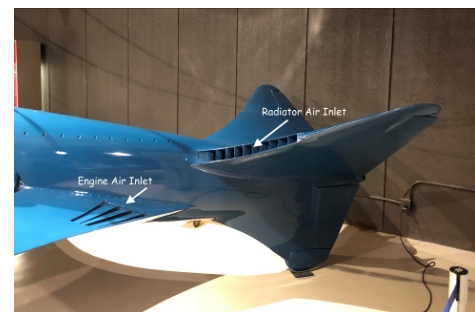
*Bill Vincent Photos unless otherwise credited*

This exercise only seemed to accelerate Bugatti's interest in aircraft and after the war, on the heels of his motorsport successes, he looked to the Deutsche de La Muerthe Cup Race as his next challenge. This French race was kind of a pre-cursor to the American Thompson Trophy Race - which in itself was kind of the Indy 500 for aircraft of the day!

Bugatti contracted Louis de Monge to design the airframe. It was originally a single-engine design, that was later altered to fit two Bugatti model 50B engines. The plane has a wood frame, aluminum & wood skin, and fabric ailerons. Some interesting tid-bits include:

The engine air inlet is at the trailing edge of the main wings, with the air inlets for the cooling radiators the leading edge of the "Y" shaped tail. *(right)*

The engines are behind the cockpit and offset to opposite sides to allow for the prop shafts to go on either side of the pilot and drive the counter rotating propellers *(next page)*. The aircraft also had retractable landing gear.



*(Continued on page 21)*

## *The Flying Bugatti... continued*

*(Continued from page 20)*

Oh, and the second floor of a Paris furniture factory was the unassuming construction site for this aircraft! Bugatti even landed a government contract to build a light pursuit plane based on the Model 100P racer, and it was all hands on deck to try and complete the aircraft in time for the September 1939 race!



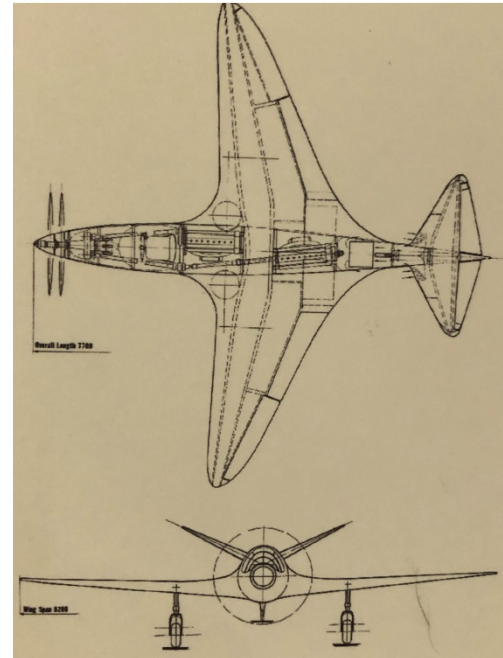
Unfortunately the plane wasn't finished in time - and even sadder, this stunning aircraft never flew. With World War II and the Germans closing in on the French capital in 1940, the uncompleted plane was moved to a barn. It was here, in the French countryside, the plane lay hidden for nearly thirty years!

After the war and Bugatti's death, the aircraft passed through a number of hands, finally ending up with a Dr. Peter Williamson. Under Dr. Williamson, the plane was moved to Connecticut, in 1971 for restoration.

In 1979, the restoration stalled and the aircraft was donated to the Air Force Museum Foundation, where it languished for 15 years - before being donated to the EAA Aviation Museum. EAA, much like Revs Institute, sympathetically restored the aircraft keeping as much as they could, as original as possible. Again, as visually impressive as this aircraft is - the original plane never flew!



But Scotty Wilson, an avid pilot and builder, spent seven years and more than 10,000 man-hours, with his team to create an accurate reproduction of the 100P design.



*(Continued on page 22)*

## *The Flying Bugatti... continued*

*(Continued from page 21)*

It first flew on August 19th, 2015. But tragically, on its third flight, the airplane was destroyed in a crash - killing Wilson...

The one and only Bugatti Model 100 Racer - in its "Bugatti Blue" is still on display at the EAA Aviation Museum, in Oshkosh, Wisconsin. It's worth the trip to see - as the EAA Museum is almost like the Revs Institute with wings! And both share a unique link with (right) Ettore Bugatti!

Here's some of the 1938 Bugatti Model 100 Racer "rough stats":

Length: 25 feet, 5 inches

Wingspan: 27 feet

Height: 7 feet, 4 inches

Seats: 1

Maximum Designed Speed: 500+mph

Engine: Two Bugatti Type 50B

Horsepower: 450hp, each



Special thanks to: Chris Henry and the EAA Museum for their help with this article!

### *Video Treats*

This is Part 1 of the Ettore Bugatti's foray into the aircraft industry. The vintage photographs show the factory in Molsheim and the 100P and its unique construction and Scotty Wilson's mission to build a working prototype. Click the picture to watch.



The video continues in Part 2 showcases the story of the reproduction of the 100P airplane. It also shows the first successful test flight.



# TAPPET TECH

## *Vintage Tires for Vintage Cars*

*By Eric Jensen*

One of the more interesting features of the Revs Institute is the fact that the cars are not static displays; They are drivable cars. Tires are a very important part of the car's safety. This poses a difficult pair of problems; Where do you find these obsolete tire sizes and why can't original vintage tires be used? It also is one of the more frequent questions we get from guests.

As exposed in an earlier *Tappet Tech* article, tires are a mix of rubber, string and steel. Tires age from the moment they come out of the molds until they become scrap. As rubber ages, it hardens and cracks, the strings degrade and the tires become unsafe to use. Tires can be stored in a cool, dark, humidity controlled space, but they will still degrade. Even modern tire manufacturers recommend replacing 6 to 10 year old tires based on rubber condition rather than tread depth. All of this points to the need to periodically obtain new sets of tires for 60, 90 or 120 year old automobiles. These tires are sizes and types that fell out of use many decades ago.



So what is a vintage car owner to do?

A cottage industry has developed to address such concerns; The vintage tire manufacturing industry. Some major manufacturers like Pirelli, Dunlop, Avon, Michelin, and Vredestein will reissue special tires, but generally this is not a profitable activity. The tires must be made in small production batches, since demand is quite low, stopping production of profitable current production models.

Smaller manufacturers such as Universal Vintage Tire, Blockley Tyre, Coker Tire, or Lucas Classic Tires, have successfully undertaken the task of producing these much needed tires in the larger rim sizes and tire styles seen on early 20th century automobiles. Many have offerings for 38, 36, 34, 33 and 30 inch rim diameters as well as large metric sizes like beaded 895x135 tires for Hispano-Suiza H6C or the Rolls Royce Silver Ghost.

Universal Vintage Tire started in 1968 in Hershey Pennsylvania after acquiring the molds and manufacturing equipment from Petit Jean Attractions. Universal purchased Lester Tire Company, another vintage tire manufacturer in 1982, broadening their line. They distribute Dunlop vintage tires in the USA.

*(Continued on page 24)*

# T APPET ECH

## *Vintage Tires for Vintage Cars*

*...continued*

*(Continued from page 23)*

Blockley was started by a car collector and vintage racer, Julian Majzub, who began manufacturing Blockley tyres in England because he needed tires for his Grand Prix Maserati Tipo 26M. From Blockley's website:

*For about a decade I had made approaches to Dunlop to produce such a tyre, both directly and as a Director of the Vintage Sports Car Club Limited and finally through people associated with Dunlop, but to no avail. But in all this I did establish that they no longer had any of the drawings, archive or old moulds to look at. I was informed that Dunlop's lack of interest was because they could not envisage the tyre I had in mind increasing the volume of their sales ...*



*Blockley Tires on the Hispano-Suiza Skiff  
Peter Harholdt Photo  
Courtesy of Revs Institute*

Coker Tires expanded their vintage tire offerings under the guidance of the founder's son, Corky Coker, in the mid 1970s growing to be a major supplier. They offer tires from several of the vintage tire manufacturers as well as their own.

These companies have scoured the world to obtain original tire molds to build vintage tires with the correct tread (or treadless) patterns.



*Rolls Royce Silver with Excelsior Tires  
Peter Harholdt Photo,  
Courtesy of Revs Institute*

Some are available in the natural rubber white or light gray colors as used prior to the introduction of carbon black into the rubber in the 1910s. Coker Tires has the Firestone molds for the "NON SKID" lettered tread pattern as displayed on the 1920 Cunningham. Coker also procured the B.F. Goodrich Silvertown Cord tire molds as seen on the Hispano-Suiza H6C Skiff and Stutz BB Blackhawk. Coker makes early Indianapolis 500 Firestone racing tires of the type raced in 1911 and those used at Indy or Le Mans in the mid 1960s.

Identifying a need led to the creation of several businesses dedicated to keeping the history of these machines alive and on the road.



# TAPPET RIVIA

*By Joe Ryan*

*And Now The Answers.....*

- Q:** The windshield wiper system on the Ford GT40 Mark II and the Mark IV used a modified motor from what airline manufacturer?  
**Answer:** Boeing used the same motor, except the windshield wiper motor for the 707 was for 28 volts. The wipe speed was 240 wipes per minute that slowed to a perfect 110 wipes per minute at only 12-14 volts for the Ford GT 40 Mark II and the Mark IV.
- Q:** The Centenary Rolls Royce Spirit of Ecstasy was installed in 2011-2020. Why was this version installed during this 10-year period?  
**Answer:** This version of the Spirit of Ecstasy was installed to commemorate the 100th Anniversary of the original Sykes' design. This Mascot would retract into the vehicle in the event of a collision.
- Q:** Rolls Royce used 5 versions of the Spirit of Ecstasy over a 100-year period. What was the reason for the modifications to the mascot?  
**Answer:** The modifications were necessary due to the changes in the Rolls Royce body design. Some of the mascots were smaller. The 1936 - 1939 even utilized a kneeling version with a headband. The headband was eliminated in later years. Source: Video display in the Automobility Gallery at the Revs Institute .
- Q:** In the early years the Spirit of Ecstasy was made of Silver Plate Bronze. The 1929 -1939 Spirit of Ecstasy was made of Chrome Plated Bronze. Silver Plated Bronze was used for many years after WWII. What metal is used to make the Spirit of Ecstasy since 2011 ?  
**Answer:** The current Spirit of Ecstasy is cast from Stainless Steel .

***Contributions to the column are always welcome.***



*The Ford GT40  
windshield wiper*

*Peter Harholdt Photo  
Courtesy of Revs Institute*

## Adopt-A-Car Program

### Available Adopt-A-Car Automobiles and Engines

Alfa Romeo Guilietta	Simplex	C-6R Offenhauser engine
Alfa Romeo AutoDelta	Stutz Black Hawk	Cadillac OHV V-8 engine
Ardent Alligator	Vauxhall 30-98 Type OE	Chrysler Hemi (C-3) engine
Bugatti Type 55 Super	Waymo Firefly	Duesy Sprint Car engine
Cisitalia SC	Abarth 1000-TC-R engine	Ford GT-40 Transaxle engine
Cunningham C-3	Alfa Romeo GTZ engine	Ford Turbocharged Indy
Fiat Abarth TCR		Gurney Eagle GP engine
Jorgensen Eagle		Jaguar XK120 Series engine
Maserati Tipo 60		Meyer-Drake Turbo Prototype
Mercer Raceabout		Porsche Type 901/20 engine
Miller board track racer		Porsche Type 901/22 engine
OSCA Sports Racer		Porsche Type 908 engine
Porsche Elva		Porsche Type 916 engine
Porsche RS-61L Spyder		Columbia Three-Track
Scarab Sports-Racer		Humber 58" Ordinary Bicycle
		Velocipede Bicycle

**To adopt a car or engine, contact: Brian Lanoway, Adopt-A-Car Chair  
at [blanoway@shaw.ca](mailto:blanoway@shaw.ca)**

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