

**Eighth  
Annual  
Michael R. Argetsinger  
Symposium  
on International  
Motor Racing History**



**November 1 & 2, 2024**

**Watkins Glen International Media Center**

**Presented by:**

**International Motor Racing Research Center  
and the Society of Automotive Historians**

## FRIDAY, NOVEMBER 1, 2024

9:00 am to 9:15 am

Welcome and Introductory Remarks

### MORNING SESSIONS

9:15 am to 10:00 am

Remember When They Beat the 'Cup' Boys? Ray Elder, The Racing Farmers, and The Rise of the NASCAR Winston West Series

Daniel Simone

10:00 am to 10:45 am

Formula One at Watkins Glen:  
Sporting Gentlemen in a Small Town

James Miller

10:45 am to 11:00 am

Break

11:00 am to 11:45 am

The P2 Alfa: Fascist Icon

Paul Baxa

11:45 am to 12:45 pm

**Jean S. Argetsinger**  
**Memorial Keynote Address**

Decades Make a Difference

Lyn St. James



Jean Argetsinger  
Co-founder IMRRC

### LUNCH & LUNCHTIME ZOOM SESSION

12:45 pm to 2:15 pm

Group B Rally Revisited: Who Was Best, Audi's Mikkola, Rohrl and Mouton, Lancia's Alen and Toivonen, or Peugeot's Vatanen?

Jon Summers via Zoom

## AFTERNOON SESSIONS

2:15 pm to 3:00 pm

Economic Engines: The Unexpected Consequences of US  
Regulatory Changes on Motorsports

Quinn Beekwilder

3:00 pm to 3:45 pm

Nazi Rekordwochen (Record Weeks): 1939 The Final Act of  
an Automobile Speed Folly

Aldo Zana via Zoom

3:45 pm to 4:00 pm

Break

4:00 pm to 4:45 pm

The Best Years of Our Lives  
(The Rebirth of Postwar European Motorsports)

Elton (Skip) McGoun

4:45 pm to 5:30 pm

Literature Review on Women in Motorsport

Michael Stocz

5:30 pm to 5:45 pm

Closing Remarks

6:30 pm to 7:30 pm

Open Reception

Watkins Glen

Area Chamber of Commerce

214 North Franklin Street

Watkins Glen, NY 14891



Hosted by the **Schuyler County Chamber of Commerce**, on  
behalf of the **International Motor Racing Research Center**  
and the **Society of Automotive Historians**

## SATURDAY, NOVEMBER 2, 2024

9:00 am to 9:15 am

Welcome and Introductory Remarks

### MORNING SESSIONS

9:15 am to 10:00 am

Poll Position: NASCAR Nation and National Politics

Mark Howell via Zoom

10:00 am to 10:45 am

From Power Puff to W Series: The Evolution of  
Women-Only Racing

Chris Lezotte

10:45 am to 11:00 am

Break

11:00 am to 11:45 am

Speed Racing in the Hands of Britannia? Empire and  
British Prestige in 1930s British Motor Racing

Katharine Worth via Zoom

11:45 am to 12:45 pm

Perspectives on Motorsport Journalism, 1952-1972

McPherson College:

Luke Chennell

Ken Yohn

Kristie Sjoka

12:45 pm to 2:15 pm

### LUNCH & LUNCHTIME ROUNDTABLE

Roundtable on the State of the Field of Motor Sport History

H. Donald Capps, Moderator



## AFTERNOON SESSIONS

2:15 pm to 3:00 pm

Studebaker at Indianapolis

Andrew Beckman

3:00 pm to 3:45 pm

David Crowther, the Ultimate Weekend Warrior

Alana Roberts

3:45 pm to 4:00 pm

Break

4:00 pm to 4:45 pm

Overview of E-Motorsports

Tom Adamich

4:45 pm to 5:30 pm

How to Beat the Mercedes-Benz W196: Alternative History  
Accelerates the Mid-Engine Revolution

Karl-Heinz Mertins

5:30 pm to 5:45 pm

Closing Remarks

## PRE-RECORDED SESSIONS

Seat Belts Belatedly Come to Formula 1

Preston Lerner

When Fred Met Osca

Trevor Lister

Rally Classics & Rally Costa Brava

Vicente Sevillano

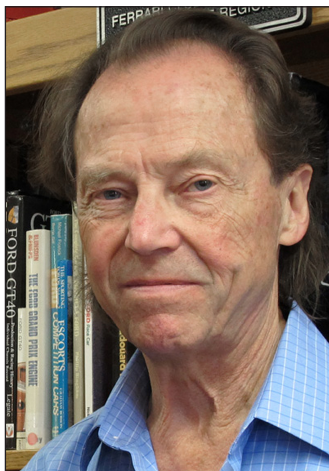


# **Eighth Annual**

## **Michael R. Argetsinger Symposium**

### **on International Motor Racing History**

The International Motor Racing Research Center (IMRRC), partnering with the Society of Automotive Historians (SAH), presents the Eighth Annual Michael R. Argetsinger Symposium on International Motor Racing History. The Symposium has established itself as a unique and respected scholarly forum and has gained a growing audience of students and enthusiasts. It provides an opportunity for scholars, researchers, and writers to present their work related to the history of automotive competition and the cultural impact of motor racing. Papers are presented by faculty members, graduate students, and independent researchers.



The history of international automotive competition falls within several realms, all of which are welcomed as topics for presentations, including, but not limited to: sports history, cultural studies, public history, political history, the history of technology, sports geography, and gender studies, as well as archival studies.

The symposium is named in honor of Michael R. Argetsinger (1944-2015), an award-winning motorsports author and a long-time member of the Center's Governing Council. Michael's work on motorsports history includes:

- ◆ *Walt Hansgen: His Life and the History of Post-war American Road Racing* (2006)
- ◆ *Mark Donohue: Technical Excellence at Speed* (2009)
- ◆ *Formula One at Watkins Glen: 20 Years of the United States Grand Prix, 1961-1980* (2011)
- ◆ *An American Racer: Bobby Marshman and the Indianapolis 500*

FRIDAY, NOVEMBER 1

## MORNING SESSIONS

9:15 am to 12:45 pm

### Remember When They Beat the ‘Cup’ Boys? Ray Elder, The Racing Farmers, and The Rise of the NASCAR Winston West Series

*Daniel Simone*

Shortly after the NASCAR Hall of Fame Class of 2025 nominees were announced, two-time Daytona 500 winner and NASCAR Hall of Famer Dale Earnhardt Jr. posted, “Ray Elder won six NASCAR Western series championships: 1969, 70, 71, 72, 74, and 75. [Elder] would compete with the NASCAR Cup regulars when they ran at Riverside and beat them in 1971 and again in 1972.” Yet Ray Elder was not one of the nominees.

Throughout the 1960s and 70s, the Elder family raced and grew alfalfa, beans, and cotton at their farm in tiny Caruthers, California. With Ray at the wheel, older brother Richard atop the pit box, and father Fred handling ownership, “The Racing Farmers” dominated the competitive NASCAR Winston West Series for years. They also held their own

when NASCAR Cup Series regulars visited Riverside.

Elder finished in the top five on eight occasions from 1971-1976, claiming two victories. Elder—and fellow Winston West competitors such as Hershel McGriff, Dick Bown, Jimmy Insolo, and Jack McCoy—helped facilitate the growth and development of NASCAR west of the Rocky Mountains. It wasn’t too long after the Racing Farmers returned to the fields that a new crop of west coast stars began to compete full-time (and win championships) at the national level in the NASCAR Cup Series.

*Daniel J. Simone earned his Ph.D. in American History from the University of Florida in 2009, where he wrote his dissertation: “Racing, Region, and the Environment: A History of American Motorsports.” From 2010-2015, Dr. Simone taught*



*World History and Environmental History at Monmouth (NJ) University. In 2016, he was hired as Curator of the NASCAR Hall of Fame in Charlotte, North Carolina, and held that position through 2021. The following year, Dr. Simone was tabbed*

*to assist the New-York Historical Society Museum & Library, where he co-processed the Women's Sports Foundation Collection and developed content for digital exhibition. Dr. Simone is on the editorial board of the Journal of Motorsport Culture & History and serves on the Indianapolis Motor Speedway Hall of Fame Voting Committee.*

## **Formula One at Watkins Glen: Sporting Gentlemen in a Small Town**

*James Miller*

When James Miller attended F1 races at the Glen during the 1970s, it was for fun. Now they have become the focus of social and historical analysis. In fact, the 20 years of Formula One here (1961-1980) are a worthy subject: they afford a case study of the transitional racing era between the near amateurism of the 1950s and the increasingly commercial, globalizing periods that followed. Most especially, F1 at Watkins Glen is anomalous. How to explain a Finger Lakes village hosting the mostly European “pinnacle of motorsport” – and be remembered by Jackie Stewart as “the most nostalgic US Grand Prix that Formula One ever had?” One answer is the unusual collaboration between patrician enthusiasts, community leaders and

the volunteer spirit of a small town, an effort that began in 1948 with the first race through local streets and roads.



***James Miller** is professor emeritus of communications at Hampshire College and a former member of the graduate*

*faculty at UMass Amherst. A senior researcher at the IMRRC, he is a member of the International Motor Press Association.*

## **The P2 Alfa: Fascist Icon**

*Paul Baxa*

This year will mark the 100th anniversary of the iconic Alfa Romeo P2's debut. Designed by the legendary Vittorio Jano, the P2 went on to dominate Grand Prix racing in the final two years of the 2-Liter formula. In 1925, Alfa won the first World Championship after which the team duly withdrew from the sport. However, privately owned Alfa P2s continued to participate in racing and win races up until 1930. The sporting achievements of the Alfa P2s are well known, as is the role the car played in establishing Alfa Romeo as Italy's most famous racing marque up until the advent of the Second World

War. Less known is the broader significance of the P2 that went well beyond the racetrack.

Informed by the history of objects developed by cultural historians, this paper argues that the P2's significance was industrial, cultural, and ultimately political. The achievements of the P2 and the emergence of the Milanese based Alfa company coincided with the establishment of Mussolini's dictatorship in Italy. The Fascist regime used the Alfa's successes to celebrate the rise of Fascist Italy as an industrial and sporting power. Moreover, the unique characteristics of the P2 came to embody the values promoted by fascism such as speed and dominance. Both the design and performance of the car, as well as the men who raced it, came to shape not only Grand Prix racing in the 1920s, but also impacted the role played by the sport in the political and cultural context of Fascist Italy.

**Paul Baxa** is Professor of History at Ave Maria University in Florida. Parts of his most recent book, *Motorsport and Fascism: Living Danger-*



*ously* have been presented at past Argetsinger Symposia. He was privileged to have presented at the first symposium in 2015.

## **Jean S. Argetsinger Keynote Address: Decades Make a Difference**

*Lyn St. James*

We're all on a path to somewhere, and then something comes along that brings clarity into our life, and often takes us in an unexpected direction. We ask, "did we manifest that" or did it "just happen"? I believe it's likely a combination of things, but I believe things don't just happen. The more difficult the challenge, the more difficult the climb, and the more important we need to pay attention to the things that influence our choices. It's often upon reflection where we can see and learn how those influences impacted our lives. And depending on what decade we're living in, and what decade of our life we're reflecting on those choices, it can help shape our lives and the lives of those around us.

An important piece of advice - pay attention to your influences and how they impact your decisions. And always think about the bigger picture, because everything we invite to enter our sphere of aware-

ness impacts what we do, and what we do has an impact on others.

This presentation is a recap of how my five decades in the motorsports industry has taken me down the path of racing around the world and provided me with incredible opportunities to be someone I would never have dreamed I could be. An incredible journey!

**Lyn St. James**, Co-Founder/President of Women in Motorsports North

America, is a legendary race car driver, author, mentor, and motivational speaker.

Named one of the "Top 100 Female Athletes of the 20th Century" by Sports Illustrated, Lyn St. James has set 21 national and international speed records and was a seven-time competitor in the world's largest sporting event - the Indianapolis 500 - earning Rookie of the Year honors in 1992.

She has competed all over the world, including twice at the 24 Hours of Le Mans (1989, 91) with victories at the Rolex 24 Hours of Daytona, 12 Hours of Sebring, Watkins Glen, Road America, and Nurburgring.

Most recently Lyn was announced as an inductee into the National Motor-



sports Press Association Hall of Fame, and has been inducted into the Automotive Hall of Fame, the Sebring Hall of Fame, the Florida Sports Hall of Fame, was the 2022 Amelia Island Concours Honoree, is the recipient of the prestigious "Spirit of Ford" award, the "Guiding Woman in Sports Award", the "Office Depot Visionary Sportswoman of the Year" and was named on Automotive News list of the Top 100 Women in the Automotive Industry. She is in demand as a speaker on women's issues, gender equality, and diversity.

She serves on the board of ACCUS (Automobile Competition Committee of the United States) and on their Diversity and Inclusion Task Force. She has authored two books: Lyn St. James, An Incredible Journey and Oh By the Way, and is a former President of the Women's Sports Foundation. Lyn is passionate about mentoring drivers in the sport of auto racing as well as women in the automotive and motorsports fields.

## LUNCHTIME ZOOM SESSION

12:45 pm to 2:15 pm

Group B Rally Revisited: Who Was Best, Audi's Mikkola, Rohrl and Mouton, Lancia's Alen and Toivonen, or Peugeot's Vatanen?

Jon Summers via Zoom



The World Rally Championship is an awesome spectacle which goes to places and touches different fans compared to other kinds of motorsport. For many, the “Group B” years of the eighties represent a high water mark, a golden era.

The cars featured two key innovations: turbocharging and four wheel drive. Power grew from 240hp to 500+ in under five years, and mildly hot-rodded road cars evolved into purpose-built prototypes using the finances, methods, and personnel normally reserved for Formula 1. Yet the rallies themselves were unchanged from when competitors used two-wheel drive cars with under 200hp. They were designed to test driver and navigator endurance, over far greater distances than modern WRC events. The speed and drama captured the imagination of two small suburban boys, Jon in England and Eric in America.

Recently, these cars have re-entered popular consciousness via computer and console games, with high end auctions and car brokers offering examples which have sold for record prices. In discussing this, Jon and Eric discovered they had fundamentally different ideas about which drivers and cars were fastest/best, leading Jon to focus

research on this topic.

Part 1 of the presentation will be a synopsis of Group B; part 2 will be a synopsis of the debate. By doing this we shed light on the eternal question, “who was the best driver?” and answer whether “he only won because of the car”.

*Jon Summers is a teaching assistant and guest lecturer at Stanford University. He’s an independent automotive historian, podcaster, and Pebble*



*Beach Docent. Growing up in England, Jon’s first motor-sporting love was rallying, which made it onto BBC TV in the seventies. His presentation*

*looks at the wild “Group B” era of the eighties, when turbos and four wheel drive made the cars eye-wateringly fast and also at the drivers heroic enough to compete in them.*

## AFTERNOON SESSIONS

2:15 pm to 5:30 pm

**Economic Engines: The Unexpected Consequences of US Regulatory Changes on Motorsports**  
*Quinn Beekwilder*

This presentation examines the unanticipated outcomes of government regulations, mainly focusing on tobacco and alcohol regulations and their profound impact on the motorsports industry. Originally instituted to mitigate the promotion and distribution of harmful substances, these regulations inadvertently fostered a new era of sponsorship and revenue streams for motorsports. By analyzing historical context, regulatory changes, and the strategic adaptations of motorsports organizations, we uncover how these laws fundamentally transformed the economic landscape of the sport.

In the early 20th century, Prohibition in the United States catalyzed the rise of stock car racing, as bootleggers modified their vehicles to evade law enforcement. This phenomenon laid the groundwork for the widespread popularity of motorsports in the U.S. Subsequently, tobacco companies leveraged the sport's high visibility to advertise their products, providing substantial financial support for racing teams and events. The 1970 Public Health Cigarette Smoking Act, which banned tobacco advertising on television, aimed to protect public health but inadvertently led

to a sponsorship windfall for NASCAR, resulting in the creation of the Winston Cup Series and the Camel GT series, further entrenching tobacco's financial influence in motorsports.

By examining these developments, this presentation looks at the interplay between public health policy and commercial interests, understanding how government regulations designed to protect public health can have far-reaching and sometimes unforeseen effects on industries like motorsports.

**Quinn Beekwilder** is the Assistant Professor and Coordinator of the Motorsport Management degree at Belmont Abbey College. With a decade of experience at Charlotte Motor Speedway and as one of the program's first graduates, he brings invaluable industry insights and addresses student concerns effectively.



Mr. Beekwilder's passion for motor-sport history drives him to design courses that highlight the historical development and societal impact of motorsports. His innovative approach includes experiential activities that





*blend theoretical knowledge with practical experience.*

### **Nazi Rekordwochen (Record Weeks): 1939 The Final Act of an Automobile Speed Folly** *Aldo Zana via Zoom*

Nazi Germany turned the automobile's high speed into a propaganda tool for its technical and industrial supremacy. With its domestic motor industry having fallen behind the US and France, the political establishment pushed for dominance in Grand Prix racing, launched an automobile for the masses, and developed a wide network of motorways. Connecting racing cars, high speed, and the motorways was the Rekordwoche, an annual event launched in 1936 to conquer the highest speeds on a motorway.

The last edition in 1939 was a relatively low-key event, shadowed by the prior year's sensational Mercedes-Benz speed record and Bernd Rosemeyer's death. Nevertheless, the propaganda machine aptly broadcast the speeds reached on an arrow-straight, level and wide 10 km motorway stretch north of Leipzig, purpose-built for the Rekordwochen and the conquest of the World Land Speed Record by a German driver on a German car on German soil.

After a quick recap of the 1936-1938 editions, I will discuss the cars shown in 1939 by Daimler-Benz and Hanomag, as well as clear some mysteries left unsolved throughout the decades. It will also cover the records established by an Italian and a British driver, three months before WW2 began.

**Aldo Zana** is an Italian motor historian and journalist. After a PhD in Theoretical Physics at the Milan University and at the Cern,



the European Physics Research Centre in Geneva, he switched to the managerial career in corporate communications while continuing with motor journalism.

Zana started writing articles for motor magazines in the mid-Sixties as a freelance editor of Autosprint and Rombo weeklies, developing an inclination towards history and historic cars and races. Since the late Eighties, he has become a regular contributor to Italian and foreign historic car magazines; his recent automotive books include a history of the Sports-Prototype FIA World Championship; the lives and races of Italian drivers; the motor racing scenario of the Fifties; and the story of the forgotten Milano car shows 1901-1947.

Zana is a long-time member of SAH and Aisa (Italian Association of Motor Historians), former member of the History and Museum Commission of ASI (Italian National Historic Car and Bike Association) and Ugis, the Italian guild of science journalists.

## The Best Years of Our Lives (the Rebirth of Postwar European Motorsports) *Elton (Skip) McGoun*

World War II in Europe left both victorious and vanquished countries devastated; yet within weeks of the end of hostilities on September 9, 1945, an automobile race was held in Paris' Bois de Boulogne. This presentation addresses the questions: where did the financial and material resources for an active post-war racing program come from, and perhaps even more importantly, why were they expended in what many might regard as a non-essential—or perhaps even frivolous—activity?

**Skip McGoun** is the William H. Dunkak Emeritus Professor of Finance at Bucknell University and was a long-term Visiting Professor at the University of Ljubljana in Slovenia and at the University of Donja Gorija in Montenegro. He has presented and published on the history and culture of finance as well as automobile history and culture and served as Area Chair of the Vehicle Culture Section of the Popular Culture Association.



## Literature Review on Women in Motorsport

**Michael Stocz**

While men have taken the lion's share of media attention across motorsport, there have been women who would gain substantial coverages. From Brittany Force to Hailie Deegan, women in motorsport have hit sport headlines on various networks and modalities. While coverage of women in motorsport may be more positive, in terms of quantity and perception (driver talent versus overt sexism, etc.), has academia had any sort of focus on women in motorsport?

The purpose of the current literature review is to summarize the current academic literature across two repositories (EBSCO Host & Google Scholar) to gain a broader understanding of this academic realm of inquiry. Various search term including Women in Racing and variants were included in the search. Initial results suggest that women in motorsport are often a part of academic research, but are less so the main focus. Using the PRISMA methodology, articles were selected from relevant criteria and reduced from a larger sample. Methods and themes from articles will be discussed.

**Mike Stocz** is the assistant director for the department of kinesiology, and a senior lecturer of sport management & leader-

ship at the University of New Hampshire. He is one of the founding members and Editor-in-Chief of the Journal of Motorsport



Culture & History. Mike's recent works have included a co-authored book chapter about the future of Formula 1, as well as works surrounding big game hunting legislation on land preserves, an economic funding model for college athletics, and critiques on K-12 coaching certifications surrounding sexual assault.

**SATURDAY, NOVEMBER 2**

### MORNING SESSIONS

**9:15 am to 12:45 pm**

**Poll Position: NASCAR Nation and National Politics**

**Mark Howell via Zoom**

This presentation, part of an ongoing, larger body of research, explores the long, complicated, and often controversial relationship between NASCAR (the National Association for Stock Car Automobile

Racing) and the American political system. From NASCAR founder “Big Bill” France’s campaign support of then-presidential candidate George Wallace, to former NASCAR Grand National driver Tighe Scott’s arrest for allegedly attacking police officers during the Capitol Riot on January 6th, 2021, the road to Washington, D.C. has often taken a detour (usually a hard right) through Daytona Beach.



Part of this paper looks at NASCAR’s connection to various political candidates, both during campaigns and after votes have been counted (and certified). Another section of this presentation examines the use of race cars as campaign promotional “vehicles” over the years.

This paper explores the very public and very strategic alliance between political candidates and NASCAR Nation. From Jimmy Carter welcoming Grand National drivers to The White House to Ronald Reagan sharing Kentucky Fried Chicken with Richard Petty, the relationship between stock car racing and politics presents itself as a

calculated combination of regional identity and popular culture-driven stereotypes.

**Dr. Mark D. Howell** has been involved with motorsports his entire life (thus far). He earned a BA in English in 1987 and an MA in American Studies in 1990 from Penn State, then earned a Ph.D. in American Culture Studies from Bowling Green State University in 1995. His dissertation evolved into *From Moonshine to Madison Avenue: A Cultural History of the NASCAR Winston Cup Series*, published in 1997. In 2014, Howell co-edited (with Dr. John Miller of Longwood University) *Motorsports and American Culture: From Demolition Derbies to NASCAR*.

Howell’s full-time job since August of 1997 has been as a Professor of Communications at Northwestern Michigan College in Traverse City. He spent two years before NMC as a Visiting Assistant Professor in the Department of American Thought and Language at Michigan State University. Mark has also taught advanced courses for Tiffin University, Oakland University, Ferris State University, and Davenport University.

**From Power Puff to W Series:  
The Evolution of Women-  
Only Racing  
Chris Lezotte**

Throughout its storied history, motorsports has been unwelcom-

ing to women. Consequently, it has been necessary for female racers to develop unique strategies to enter what has long existed as an exclusive masculine enclave. While entry can be facilitated through a familial relationship with a male driver, women without such connections often get their start through participation in women-only racing events. Although these races have provided women with the opportunity to enter the track, they have not been without controversy. Detractors argue that women will not be considered legitimate racers unless they compete on the same track as men. Proponents view women-only racing not only as a way to attract more women into the sport, but also as an important source of skill development, support, and community building.

This paper investigates the evolution of women-only racing, from its early introduction as a media stunt, to its current incarnation as a proving ground for serious female open-wheel racers. Informed by archival resources and motorsport scholarship, it considers how women-only racing complicates, facilitates, and liberates women's entry, participation, and recognition in the masculine world of motorsports.

A Motor City native, **Chris Lezotte**



spent part of her past life writing car commercials. After exiting her advertising career, she pursued a master's

in Women's and Gender Studies at Eastern Michigan University and was awarded a PhD in American Culture Studies from Bowling Green State University. Now working as an independent scholar, Chris continues her research focused on the relationship between women and cars in a variety of contexts, including women's participation in traditionally masculine car cultures as well as representations of women and cars in popular culture. Her work has been included in popular culture, women's studies, transportation history, media studies, masculinity studies, and automotive history journals. Chris's first book, *Power Under Her Foot: Women Enthusiasts of American Muscle Cars*, was published in 2018.

### **Speed Racing in the Hands of Britannia? Empire and British Prestige in 1930s British Motor Racing** *Katharine Worth via Zoom*

As George Orwell once penned, "sport is war minus the shooting". International sport is not immune



to governmental political motivations and plays, but instead serves as a site to demonstrate a nation's power and prestige.

This presentation explores how British racing attempted to combat a decline in British engineering through the promotion of Empire and British successes. It focuses on the British Empire Trophy, a motor race that began in 1932, and the life of British Mercedes-Benz driver Richard Seaman.

With the connection between civilization and motorsport, any shortcomings were witnessed as a sign of weakening British imperial power. It became essential that both British prestige and success was showcased and defended by every possible means. Ultimately, however, Britain could not match the continental teams, British prestige was not developed, and the lure of Empire was not enough.

**Katharine Worth** is a graduate student in History at the University of Western Australia and currently working as a Collections and Research Officer at Silverstone Museum. Following her Master's research at the University of



*Edinburgh on the banal and natural involvement of politics historically in the Olympic Movement, Ms. Worth's current research traces the relationship of politics and nationalism in Formula One (and its motor racing predecessors).*

**Perspectives on Motorsport Journalism, 1952-1972**  
*McPherson College: Luke Chennel, Ken Yohn, Kristie Sjoka*

**Forged in Print: John Bond, Road & Track, and the Formation of "Car Guy" Culture.**  
*Luke Chennel*

John Bond (1912-1989) and his wife Elaine bought the faltering magazine *Road & Track* in 1949. Over the course of his ownership and editorship, Bond built the magazine into a major cultural force. This presentation examines the dimensions that Bond engaged with his editorial viewpoint from a wholistic cultural lens. Bond built a durable version of car culture, the practices and values of which remain in many forms today, though under challenge from old and new trends in the automotive industry.

Bond's version of car enthusiasm stemmed directly from two sources: his education at the General Motors Institute and his enthusiasm for European racing. *Road & Track's* coverage of the for-

eign motorsports scene for some time was the only widely available source material for an American audience.

This presentation argues that Bond's two decade editorship (1951-1972) of *Road & Track* created the foundational dimensions of traditional "car guy" culture, with its familiar and clubby atmosphere familiar to those "in the know," but also acted in an exclusionary way to women, casual automobile and racing enthusiasts, and those who might have appreciated automobiles from other dimensions than their mechanical design or performance on certain tests.

Finally, the presentation examines Bond's version of car culture in a contemporary light, considering the roles of the changing nature of racing and its relationship to road vehicles, the renaissance in electric vehicles, and debates about mobility in the contemporary climate.

**Luke Chennell** is an Associate Professor in the department of Automotive Restoration at McPherson College, currently in his 18th year. His teaching em-



phasis is in mechanical engineering history, focusing on power transmission, steering and suspension, and brakes. His research interests involve early automotive engineering, the cultural history of car collecting, and American railroads in the steam era. His current collector cars include a 1923 Buick and a 1992 Ford Mustang.

### **An Anthropological Perspective: John Bond, *Road & Track*, and the Formalization and Transmission of Car Culture.**

**Ken Yohn**

This presentation will explore car culture from an anthropological perspective, as a complex whole combining both behavior and the material objects integral to the behavior. This formulation of culture thus includes material artifacts, rituals, customs, language, beliefs, institutions, and techniques, among other elements. This presentation will address two main questions. As presented in *Road & Track*, what are the essential elements (behavior and artifacts) of car culture? Second, can we learn anything, or draw non-obvious conclusions about car culture by adopting this type of anthropological perspective?

**Ken Yohn** is a Professor of History and Politics and Department Chair at

*McPherson College. In his 26th year at McPherson, Dr. Yohn's teaching responsibilities include courses on the social*



*and cultural history of the automobile, technology and social change, and international travel study courses focusing on European automobiles. His doctoral work in political science was followed by post-doctoral work in history, economics, and intercultural communications. His personal interests include the restoration of vintage European racing bicycles and long-distance cycle touring.*

**Woman's Place (in Car Culture): John Bond, *Road & Track*, and the Evolution of Gender Representation.**  
***Kristie Sjoka***

This presentation will explore the progression of gender representation within the time that John Bond owned and edited *Road & Track* magazine. It will examine all aspects of the publication between the years of 1951-1972, including cover art, article content, photographs, and advertising. The presentation will compare and contrast the first ten years of Bond's editorship with the last

ten years to identify any potential changes in female representation. With the historical perspective of developing gender politics of the time period, the presentation will consider whether these societal shifts had any impact on women's representation within the pages of the publication.

***Kristie Sjoka***  
*earned her B.A. in History from Wichita State University (with an emphasis on women's history) and her M.L.I.S. from Kent State University. She has worked in a variety of roles in Kansas libraries for the past 14 years. Kristie is currently entering her fourth year as the Director of Library Services at Miller Library McPherson College. Her responsibilities include providing library and research services, support, and instruction to the entire campus community. She also oversees the two special collections located within Miller Library: the Brethren and College Archives and the Paul Russell and Company Center for Automotive Research, which houses the special automotive materials collection. Her favorite aspect of working in academic libraries is the connections she makes with students. She is also enjoying the relationships she has built*





since coming to McPherson College with automotive enthusiasts from across the country.

## LUNCHTIME ROUNDTABLE

12:45 pm to 2:15 pm

### Roundtable on the State of the Field of Motorsport History.

**H. Donald Capps, Moderator**

The roundtable discussion will explore the juxtaposition of motorsport history with more conventional and traditional forms of cultural history and cultural studies, that is, the history of motorsport (its cultural and social evolution) vs. motorsport history (its technical evolution, equipment, personalities, events, etc.). The 2024 book *Speed Capital*, by Brian Ingrassia, will be the basis for this roundtable discussion, exploring the relationship between motorsport history and the cultural and historical narrative.

**Don Capps** is the co-founder of the *Argetsinger Symposium*, along with the late Michael R. Argetsinger. He was a member of the SAH Board of Directors from 2014 to 2023, SAH President from



2021 to 2023, and is a member of the Historians Council of the IMRRC. Capps began following motor sports at an early age while attending races with his father at Lakewood Speedway in Atlanta. In addition to motor racing history, military history, and civil and military aviation history, have also been lifelong interests. A retired Army Colonel with over 30 years of service in North America, Europe, the Mideast, and Asia, Capps holds graduate degrees from the University of South Carolina and George Mason University, as well as being a graduate of the U.S. Army Command and General Staff College. He has taught history at both the high school and college levels, the latter being at The Citadel.

## AFTERNOON SESSIONS

2:15 pm to 5:30 pm

### Studebaker at Indianapolis

**Andrew Beckman**

While “Studebaker” is rarely the first name one thinks of when discussing motorsports, the company had a strong yet brief presence at the Indianapolis 500 in the early 1930s. Studebaker laid the groundwork with the introduction of the President’s inline eight-cylinder engine in early 1928. The advent of the Indianapolis 500’s 1930 rule changes opened the door for production-

based entries, and the President's rugged eight powered a pair of private entries. These Studebaker-engined specials showed promise and led to the development of Studebaker's corporate team.

This program will detail the origins and evolution of Studebaker-powered racers beginning in 1930 with a special emphasis on the company's factory-backed campaigns in 1932 and 1933. Additional focus will also be placed on the technical development of the Studebaker racers as well as the post-Studebaker disposition of the team cars and their present-day status.

Sources include Studebaker's corporate archives and image collection at the Studebaker National Museum plus period publications and race accounts. Additional data is drawn from secondary sources profiling the Studebaker team plus owner research compiled during their stewardship of the cars.

*Andrew Beckman* has been with the Studebaker National Museum since 1999 and currently serves as Archivist. He previously worked at the Sheboygan County Historical Society



*in Sheboygan, Wisconsin, and the Wade House State Historic Site in Greenbush, Wisconsin. Mr. Beckman hails from Manitowoc, Wisconsin, and holds a BA in History from the University of Wisconsin- Green Bay. In 2004, he completed the Modern Archives Institute at the National Archives and Records Administration in Washington, D.C. In 2009, he earned his mid-level certificate in Collections Preservation from the Campbell Center for Historic Preservation Studies in Mount Carroll, Illinois. Mr. Beckman is the author of The Studebaker National Museum: Over a Century on Wheels, and Studebaker's Last Dance: The Avanti, and is a columnist for the Studebaker Drivers Club magazine, Turning Wheels.*

*In addition to his duties at the Studebaker National Museum, Mr. Beckman is a member and Past President of the Society of Automotive Historians. He also serves as a commentator for The Henry Ford Museum's Motor Muster and Old Car Fest.*

## **David Crowther, the Ultimate Weekend Warrior Alana Roberts**

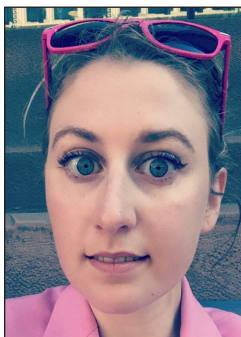
Roberts and her husband received a collection from a Canadian race driver's estate. David Crowther, the driver, competed from the 1960s through the late 1980s in various events, including autocross, rallying, and ice racing,

participating almost every weekend from January to October. The collection comprises extensive race results, news clippings, programs, and even race banquet menus, offering a remarkable glimpse into the life of an everyman driver.

Roberts' presentation discusses how the International Motor Racing Research Center (IMRRC) supports both researchers and race enthusiasts while preserving the legacies of drivers like Crowther. Visual accompaniments will include Crowther's race helmet, photographs of him in action, and his rallying clipboard. Through these artifacts, Roberts will highlight the IMRRC's role in keeping motorsports history alive and accessible.

This presentation will not only celebrate Crowther's extensive racing career but also emphasize the importance of archival research centers in maintaining motorsport and driver heritage.

**Alana Roberts** is a graduate of Mount Holyoke College and the University at Buffalo School of Law. She is a novice auto-cross competi-



tor and racing history enthusiast with a passion for classic British cars along with her husband, Trevor. Among their collection are a first year production 1959 Austin Mini and a 1958 Austin Healey Bugeye Sprite. Beyond her automotive interests, Alana enjoys spending time with her corgi, Alexander Hamilton, and her pony mare, Dixie, with whom she practices dressage.

Through their connections to the classic mini world, Alana and Trevor became custodians of David Crowther's collection of race results, programs, and various other racing ephemera. While cataloging the collection to donate it to the IMRRC, Alana's passion for racing history merged with her love of academia and it is an honor to present the collection and her experience cataloging it.

## Overview of E-Motorsports

### Tom Adamich

E-Motorsports is less than two decades old. However, the roots of electric vehicle design date to the birth of the automobile when nearly 38% of vehicles in 1900 were electric. Electrics are now competing in many traditional racing events including the historic Pikes Peak Hill Climb and the FIA World Endurance Championship.

The focus of this presentation is to provide a brief overview of E-mo-

torsports with a look at Formula-E (conceived in 2012 and sanctioned by the FIA during the 2020-21 season) and Extreme-E (conceived as a project in 2018 led by Formula E founder Alejandro Agag and former driver Gil de Ferran; it was launched in January 2019).

Highlights of recent developments and related projects will also be included, particularly those with electrification and clean energy connections.

**Tom Adamich**

*has been a librarian, archivist, and historian for over three decades and a*



*frequent Argetsinger Symposium contributor. He served as the project archivist for the Wills Sainte Claire Auto Museum (Marysville, Michigan) from 2009-2016. From 2019-2021, he was a member of the library faculty (Technical Services/Reference Librarian) at Monroe County Community College in Monroe (also located in Michigan). His current project role is as MCCC's EV Awareness Coordinator. He has operated his Visiting Library Service since 1993, is a life member of the Monroe County Historical Society, and has written a regularly-published local history column for the Monroe News since 2020.*

## **How to beat the Mercedes-Benz W196: Alternative History Accelerates the Mid-Engine Revolution**

**Karl-Heinz Mertins**

The new 2.5-liter F1 of 1954 raised the bar for engineering excellence and cost of entry to the pinnacle of motor racing. With Mercedes-Benz leaving the shadows of WWII and becoming an accepted participant in motor racing again, the Grand Prix community had to anticipate a full-out effort of a new generation of Silver Arrows. Indeed, new standards were set with a series of W196 variants born out of vast corporate resources, supported by component suppliers like Continental, Bosch, and Esso.

In this story, the imaginary Italian "Unione Automobili", previously formed of national legacy manufacturers other than Fiat, takes on the role of the Auto Union AG of the 1930s as an antagonist of Mercedes-Benz and promoter of the mid-engine layout. A probabilistic SWAT analysis reveals what it will take to beat the mighty opponent from Stuttgart. This is the start for a motley crew of Austrian and Italian engineers lead by Robert Eberan-Eberhorst to create a victorious challenger. The prescribed

engine configuration is a compact V6 in homage to the Lancia brand. Breaking with Italian traditions, emphasis is put on chassis development where innovations in tires, brakes, and aerodynamics will provide decisive competitive advantages.

**Dr. Karl-Heinz Mertins** (“K-H”)

*holds degrees in mechanical engineering and a doctorate in mechatronics/ag engineering from the Technical University Ber-*



*lin, Germany. In more than 35 years of engineering and business experience in Europe and the US, he focused on product innovation and new business incubation, applying cross-disciplinary methods with cross-cultural considerations. His work included experimental work on intelligent mobile equipment and wind energy systems in multinational corporations and start-ups. His enthusiasm for F1 goes back to the 1961 season.*

## PRE-RECORDED SESSIONS

### Seat Belts Belatedly Come to Formula 1

**Preston Lerner**

For the past half-century, the FIA has been the principal driver be-

hind efforts to make racing safer. It wasn't always so. Although the SCCA required seat belts in 1957, the FIA didn't follow suit until 1972. From the dawn of road racing, conventional wisdom held that drivers should jump out of the cockpit when a crash was imminent – a technique perfected by Masten Gregory. This myth was conclusively exploded by a largely forgotten British physician by the name of Michael Henderson, who conducted crash investigations for the RAF. In 1968, Henderson – who moonlighted as a club racer and freelance journalist – wrote *Motor Racing in Safety*, the foundation text on the subject. At the same time, he fitted his own race cars with four-point harnesses augmented with an anti-submarine strap inspired by parachute design. This put him in touch with the redoubtable Terence “Dumbo” Willans, a record-setting parachutist who tested ejection seats for the RAF. Willans later went into business with another club racer, John Fenning. By 1969, six-point Willans harnesses were found in almost every car on the F1 grid. The battle for seat belts had been won almost before it started.

**Preston Lerner** is a freelance writer who has covered racing (and many other subjects) for the past four decades. For many years he was a regu-



lar contributor to Automobile Magazine and Road & Track.

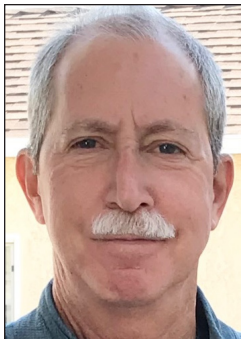
Mr. Lerner is also the author or co-author of six books, most recently Shelby

American: The Renegades Who Built the Cars, Won the Races, and Lived the Legend. The material used in "Television Turns Its Gaze on Motorsports" is drawn from his upcoming book, The Deadliest Decade, which will examine the safety, commercial, and technological developments that transformed racing from 1964-1973.

## When Fred Met Osca *Trevor Lister*

This presentation considers the short competition life of two cars intended to run at Indianapolis in 1950 that ended up in New Zealand six years later.

In 1956 two brothers travelled to Italy intending to purchase a car to race back home. They returned with three: two Indy cars and a 1930s 6CM. The first part of this paper covers the modest race history of these cars in New Zealand. The second explores an identity policy that popped up while exploring the role of the engines in setting the Tipos and the individ-



ual identities of these cars. The policy did not set chassis numbers, nor even engine numbers. Rather it set out to describe the features of the engine as used on a particular car, for instance as applied to the 1938 8CTFs.

The 8C part of the description tells us that these are 8 cylinder engines and the TF bit that these particular engines had fixed Cylinder Heads (Testa Fissa). Taken together we get an 8CTF car. But 8CTF is an engine description, not a car one, a conundrum to be explored in this presentation.

On leaving high school at the end of 1966, **Trevor Lister** was apprenticed to an engineering company that designed and built all types of materials handling equipment, along with road and farm vehicles. He was employed primarily in the drawing office, along with stints on fabrication and assembly in the workshop.



Lister entered the University of Canterbury on a Public Service Scholarship, graduating with a double degree in Physics and Mechanical Engineering. On graduation he worked in the Ministry of Transport in the setting

*and administration of Motor Vehicle Safety Standards. This led to a secondment to a national research and development organization where he was responsible for research on a wider range of alternative motor vehicle fuels, and also to an International Consultancy in that area. On completion he returned to his foundational automotive design skills and motorsports hobby. In semi-retirement Lister took up teaching and tutoring pre-apprenticeship students in mathematics, and the science behind automotive engineering. In full retirement he took on the role of Classic Motor Racing Club of New Zealand newsletter editor.*

## **Rally Classics & Rally Costa Brava**

### **Vicente Sevillano**

This presentation offers an overview of Rally Classics: what they are, the events they organize, and with special connotation and explanation of the 2024 72nd Rally Costa Brava held last March (in Catalonia Region - Spain) including photographs of past editions. For more than 20 years, Rally Classics has been an organizer of great classic motoring events of international prestige. The Rally Classics Club, founded by former Junior World Rally Champion Alex Romani, is one of the world's leading motorsport organizations.

The Rally Costa Brava is one of the most prestigious historic car rallies in the world, and the oldest rally in Spain, with 72 years of history. Since 2010, it has been an event for historic cars. 240 teams from all over the world participate every year in this event, scoring to the FIA European Championship.

**Vicente Sevillano**, from San Roque city (Cadiz province – South of Spain), has been a world motoring heritage and motorsport enthusiast since childhood. He has a law degree, and holds membership in various classic car clubs in Spain, Gibraltar, Bosnia, Italy, and USA. Sevillano is also a member of UNE Campo de Gibraltar Association for UNESCO, which is one of the members of the Spanish Federation of Associations and Clubs for UNESCO (FECU). He



has led and carried out a pioneering activity in the world about the cultural heritage of historic vehicles and their compatibility with the environment focused in the educational field in a primary school.



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## INTERNATIONAL MOTOR RACING RESEARCH CENTER

The International Motor Racing Research Center collects, shares, and preserves the history of motorsports. Spanning continents, eras, and race series, the Center's collection embodies the speed, drama, and camaraderie of amateur and professional motor racing throughout the world. The Center welcomes serious researchers and casual fans alike to share stories of race drivers, race series, and race cars captured on our shelves and walls, and brought to life through a regular calendar of public lectures and special events. To learn more about the Center, visit [racingarchives.org](http://racingarchives.org)



The Society of Automotive Historians encourages research into any aspect of automotive history. The SAH actively supports the compilation and preservation of papers, organizational records, print ephemera, and images to safeguard, broaden, and deepen the understanding of motorized, wheeled land transportation through the modern age and into the future. For further information about the SAH, visit [autohistory.org](http://autohistory.org)



The 2024 Argetsinger Symposium is proudly supported by our partner the Watkins Glen Area Chamber of Commerce.



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