~~~ Inside this Issue ~~~

The Glory Days.....AMCI Collection
Vista, CA
November 12, 2006  Page 5

Chairman’s Comments  Page 2
New Members  Page 2
Calendar of Events RROC-San Diego Region  Page 3
Regional Officers and Board of Directors  Page 3

Wearing the Badge: Who Designed the Rolls-Royce Masterpiece?
Courtesy:  The Flying Lady
January/February 2000  Page 7

Odometer Judging - November Meet Report  Page 12
Valentines Over Borrego, February Meet  Page 11
Movie Mania, January Meet  Page 13
Hear Ye! Hear Ye! Breaking News!  Page 13
RROC-SDR Chairlady Elect Remarks  Insert

Advertising Policy & Rates  Page 14
Annual Banquet and Awards Party
Kona Kai Resort, San Diego, CA
December 10, 2006  Page 16

Advertisers/Supporters:

Exotic Motor Cars
J. C. Taylor Antique Auto Insurance
Kingsroad Financial Insurance Services
Ocean Beach Boat & Auto Upholstery
Symbolic Motor Car Company
As 2006 closes so does my tenure of being your chairman for the last two years. It has been an honor and the biggest joy has been being involved in many, varied and interesting meets, meeting new people and learning more about the cars in general.

If I tried to list names I would probably (senior moment) miss someone so I won’t even try. Every month there are names of offices and the board and people who have hosted meets or contributed in some way to the region. I will make one exception however because I feel this is an example of what can happen if you step forward to serve.

Just over two years ago we approached Dennis Eickhoff about being editor. He immediately commented he didn’t know anything about desktop publishing and didn’t feel he could do the job of editor but, and here is the point, he’d give it a try. I don’t think I need to go further because you all know the quality of the newsletter he puts out.

Ivonne Webb will be your new chairman. She are Rob are true enthusiasts and many of you may not know that they keep a car in the UK so they can participate in tours and events in the UK and Europe. They have been RROC members since 1964 and through the years have been active in whichever regions area they lived in.

Already 2007 is full of region activities so there should be something there for everyone. Larry Davis reports that our region membership continues strong growth, and this year’s national meet is on the west coast in Washington. Pictures of the venue are posted on the RROC website and the lodge is spectacular, to say the least. I hope many of you will consider attending as Dave Pass and Dick Tilden are putting tremendous planning into this event.

I know that the gift giving season is over but there are still gift giving times throughout the year. I encourage you to check out the RROC club stores for unique items specific to Rolls-Royce and Bentley. Once again, you can even find it on the club website: www.rroc.org.

Speaking of the RROC website I must encourage you to go there and look at the discussion forums. Here you will see a vast variety of topics and you can either post questions and responses to others questions, or just be a passive observer. There is a HUGE amount of information here and it grows daily. Check it out!

In closing I just want to again express my hope that the region will continue to prosper and our hobby will continue to captivate you attention and interest. The advances of the motor car in our life time are astounding and continue to advance at levels I don’t think automotive pioneers ever imagined. Who in the early 1900’s or even in the 1950’s (Silver Cloud era) could have imagined a car that parallel parks itself?

Michele and I look forward to seeing you and many events throughout the years.

Happy Motoring,

Brad

~~ WELCOME NEW MEMBERS ~~

Rodney R. Hatter - Monarch Beach
1949 RR Silver Dawn

Anthony Hetherington - San Diego

Kenneth Ashworth - Dana Point
1989 RR Silver Spur

Thomas Purcell - Kihei, HI
1956 Bentley S1 Continental

Larry David Goldberg - Aberdeen, WA
1979 RR Silver Shadow II

Kenneth Roberts - Sun Lakes, AZ
1987 RR Corniche II

Glenn & Carol Roberts - Cathedral City
1961 RR Silver Cloud II

1997 RR Silver Spur III
### 2007 - Region Calendar of Events

(Meet host contact numbers can be found in the RROC-SDR Directory)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 21</td>
<td>Movie Mania - Behind the Scenes</td>
<td>John Ellison</td>
</tr>
<tr>
<td>February 10-11</td>
<td>Valentines over Borrego (Casa del Zorro)</td>
<td>Steve and Nancy Hall</td>
</tr>
<tr>
<td>March 4</td>
<td>TBA</td>
<td>Darwny and Lois Lumley</td>
</tr>
<tr>
<td>March 31 - April 1</td>
<td>Reagan Library and Nethercut Museums</td>
<td>Lou and Valerie Suter</td>
</tr>
<tr>
<td>May 6</td>
<td>Zoofari (SD Wild Animal Park)</td>
<td>Ivonne Webb</td>
</tr>
<tr>
<td>June 2</td>
<td>The Greatest Show on Turf (Balboa Park, SDAM)</td>
<td>Greg and Margie Millard</td>
</tr>
<tr>
<td>July 8</td>
<td>TBA</td>
<td>TBA</td>
</tr>
<tr>
<td>August 7 - 11</td>
<td>RROC National Meet (Stevenson, WA)</td>
<td>Dave Pass and Dick Tilden</td>
</tr>
<tr>
<td>September 9</td>
<td>Newport Beach</td>
<td>George Chambers and Nanette Gerth</td>
</tr>
<tr>
<td>October 7</td>
<td>British Car Day (Fallbrook)</td>
<td>Paul Katson</td>
</tr>
<tr>
<td>November 10</td>
<td>TBD</td>
<td>Sig and Pat Hofland</td>
</tr>
<tr>
<td>December 9</td>
<td>Annual Banquet and Awards Party</td>
<td>Chairlady Ivonne and Rob Webb</td>
</tr>
</tbody>
</table>

If your car is unable to make it on a tour, you are encouraged to participate by coming along as a rider. This allows you to experience different cars, meet new people and be an active member in the region. Contact the meet host or Activities Chairperson(s) for more details.

### Submitting Information To The Editor

The Silver Coast News is published bi-monthly during the last half of the even numbered months. Meet write-ups and meet photos should be submitted no more than 1 week after an event. Other articles and information should be submitted no later than the 10th of every month. Please check with the Editor for specific publication dates. Please submit photos (preferably digital at 300 dpi or higher) with identity of the persons shown and the year, make, model and chassis number of any car(s) shown.

### Legal

The Silver Coast News is published by, and for, the San Diego Region of the Rolls-Royce Owners' Club, Inc., a non-profit corporation. All information furnished herein is provided by the membership of the club for use by the members only. Articles reflect the opinion of the author(s) and do not necessarily reflect the regional policies nor is any authentication or approval implied by the editors or publishers who assume no liability for information contained herein. The San Diego Region and its editors seek to publish accurate material but neither assumes responsibility in the event of a claim of loss or damage resulting from publication. Material may be reproduced by other Regions provided credit is given. The editor reserves the right to edit for length and quality.

### Region Officers and Board Members

**Chairperson**
- Brad Zemcik 949.770.7832
  - Email: SanDiegoRR01@yahoo.com

**Vice-Chairperson**
- Ivonne Webb 619.435.8738
  - Email: rwio@aol.com

**Treasurer**
- Terry Luallin 619.222.6558
  - Email: merylluallin@cox.net

**Secretary**
- Rick Rosiejka 619.295.1345
  - Email: CaptainRR@thefuture1.net

**Activities**
- Valerie Suter 619.224.5431
  - Email: valeriesuter@cox.net

**Awards**
- Tom Scheil 949.380.8568
  - Email: tomscheil@hotmail.com

**Judging**
- Thomas Wright 858.488.4462
  - Email: twright3@san.rr.com

**Membership**
- Larry Davis 619.582.4324
  - Email: larrydavis@cox.net

**Pre-War**
- Robert Webb 619.435.8738
  - Email: rwio@aol.com

**Photo**
- Robin Faircloth 760.789.5717
  - Email: hawkinlady@cox.net

**Public Relations**
- Paul Katson 619.285.9400
  - Email: paulkatson@inspectacar.com

**Technical**
- Paul Katson 619.285.9400
  - Email: paulkatson@inspectacar.com

**Editor**
- Dennis Eickhoff 858.674.5930
  - Email: SCNEditor@san.rr.com

**Asst. Editor**
- Help Wanted
J.C. TAYLOR
Antique Auto Insurance
Over 40 years experience helping collector car owners to
Drive Through Time
with Peace of Mind

For a FREE quote, or for more information, go online, call, or fill out and mail the information sheet below.

J.C. Taylor Antique Auto Agency Information Sheet
Underwritten by Foremost/Maryland Casualty Company (Members of the worldwide Zurich Insurance Group)
320 South 69th Street Upper Darby, Pennsylvania 19082
(800) 345-8290  www.jctaylor.com

Applicant Full Name: ___________________________  D.O.B. ___________________________  Occupation: ___________________________  Email: ___________________________

Address: ___________________________  City: ___________________________  State: ___________________________  ZIP: ___________________________  Phone: ___________________________

List losses and moving violations within the last three years: antique and modern cars (Date, Cause, Payment).

Total Annual Mileage – Club Functions: ___________________________  Other Purposes: ___________________________  Name of car club(s) to which you belong: ___________________________

<table>
<thead>
<tr>
<th>DRIVER’S NAME</th>
<th>STATE &amp; DRIVER’S LICENSE NUMBER</th>
<th>DATE OF BIRTH</th>
<th>NUMBER OF YRS. LICENSED</th>
<th>YEAR &amp; MAKE OF VEHICLE DRIVEN FOR DAILY USE</th>
<th>*CO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* If company car, place X in box.

Where are antique cars garaged? Under one roof? Describe construction of garage (brick, frame, fire resistant).

Has rated horsepower or any other specifications of vehicle been changed? Yes___No____ If ‘Yes’ please explain: ___________________________

The following coverages are available. Indicate those desired by placing an ‘X’ in the proper box. (POLICY MINIMUM PREMIUM $50.00).

- Liability ($100,000 single limit) Bodily Injury & Property Damage. Annual Rates: 1st car: $15.00  2nd car: $19.00  3rd car: $23.00  4th or more: NO CHARGE
- Liability ($300,000 single limit) Bodily Injury & Property Damage. Annual Rates: 1st car: $20.00  2nd car: $24.00  3rd car: $28.00  4th or more: NO CHARGE
- Uninsured/Underinsured Motorist. (RATES AS REQUIRED BY YOUR STATE) 1st car: $1,000.00  2nd car: $1,500.00  3rd car: $2,000.00  4th or more: NO CHARGE
- Medical Payments ($1,000.00): 1st car: $4.00  2nd car: $8.00  3rd car: $12.00  4th or more: NO CHARGE

PHYSICAL DAMAGE

PLEASE NOTE: Collision is not written as a singular coverage – it is available with the purchase of Comprehensive coverage.

- Vehicles 25+ years: Physical Damage (Comprehensive- includes fire and theft) Annual Rate: $2.00 per $100 of insurance, per vehicle; NO DEDUCTIBLE
- Physical Damage (Collision- Available with purchase of Comprehensive) Annual Rate: $2.00 per $100 of insurance, per vehicle; NO DEDUCTIBLE
- Vehicles less than 25 years: Physical Damage (Comprehensive- includes fire and theft) Annual Rate: $6.00 per $100 of insurance, per vehicle; NO DEDUCTIBLE
- Physical Damage (Collision- Available with purchase of Comprehensive) Annual Rate: $2.00 per $100 of insurance, per vehicle; NO DEDUCTIBLE

Vehicle(s) to be insured:
1) Year: __________ Make: __________ Model/Body Type: __________ VIN: __________ Value: __________
2) Year: __________ Make: __________ Model/Body Type: __________ VIN: __________ Value: __________
3) Year: __________ Make: __________ Model/Body Type: __________ VIN: __________ Value: __________

** Use and attach separate sheet for additional vehicles if necessary.

WE REQUIRE A PHOTO OF ALL VEHICLES LISTED TO BE INSURED, AND AN APPRAISAL FOR ANY VEHICLE VALUED AT $30,000 OR MORE.

FL, NJ, NY and PA residents: we require a copy of your regular car policy declarations page along with this information sheet.

Requested effective date of coverage: ___________________________

By signing below, I attest that my vehicle will NOT be used primarily to transport passengers or goods. My vehicle will be used for exhibitions, club activities, parades and other functions of public interest.

Signature: ___________________________  Date: ___________________________

Policy will become effective upon payment of entire premium, acceptance of risk and compliance with all state specific laws and regulations. Please sign and forward with your remittance payable to: J.C. Taylor AAA, Inc. to the address above.

www.JCTaylor.com

Silver Coast News-PHOCSDR

November-December 2006  Page 4  Volume 34 Issue 6
Our hosts, Robin and Mike Faircloth did a superb job with our monthly gathering, which attracted one of the best showings this year—34 people and 17 cars, ranging from a 1928 Bentley to a 2001 Rolls-Royce Corniche. Great weather was matched by absolutely meticulous planning, all of which made for a very enjoyable event.

After tire kicking we enjoyed a tasty lunch, ordered off the eclectic and extensive menu of Dalton’s Roadhouse in San Marcos. Excellent directions ensured our arrival without difficulty. Amazingly, the restaurant allowed separate checks for everyone—a nice touch for a change. From Dalton’s we motored by caravan with detailed directions to the AMCI (Automotive Marketing Corporation, Inc.) warehouse, owned by the Wangers, who house a collection of muscle cars as well as a nice Barker-bodied P III. The company specializes in special events automotive marketing.

Gordon Wangers described some of the cars in their collection: a special Jaguar with a nitros oxide tank in the trunk, a special 2000 Holden Chevy HOSV from Australia, a McLaren which has won races and is considered the fastest small block racing car in the country, an SS Chevy that won Daytona, a dragster and a car that won the Muscle Car 1000, a Ferrari 360- which until the introduction of the 430 was considered the best street Ferrari—and a rare 1979 Firebird Pontiac (TA 66), that was driven, perhaps a little too recklessly, by Kid Rock in the not-so-good movie Joe Dirt.

After the cars we were introduced to 88 year old automobilia artist Art Fitzpatrick, whose work not only hangs on AMCI’s walls, but also is featured...
on US postage stamps. Then we met Jim Wangers who had worked with John DeLorean in the glory days of GM to market the GTO Pontiac. It was indeed a special treat to meet and experience Jim’s lecture and slide show. In his 45-year career working with General Motors he was most proud of his marketing strategies for the original Pontiac GTO, the beginning of muscle cars. He explained how his group was able to create a fever for these fast and powerful cars over the objections of the management, who often went “ballistic”, causing his marketing group to reposition ideas from time to time. Some trade secrets he shared was how they got the tiger, in one of their ads, to crawl into the engine compartment (40 lbs. of raw meat!) and how one tiger completely devoured the interior of a car as they helplessly watched.

When Jim Wangers arrived at GM, Pontiac was a lackluster car with boring advertising, even threatened with extinction. Bunkie Knudsen, son of the man from FDR’s cabinet who had been responsible for converting factories to war manufacturing plants, was hired to bring in a whole new team. Knudsen along with chief engineer John DeLorean, was smart enough to look at the American market and see potential in the baby boomers who were about to buy their first cars. Realizing they had to market to the young, a segment not previously courted, Pontiac set out to design this high performance, overhead valve, fast car that also looked great.

Ignoring edicts from upper management telling them to stay away from anything to do with high performance cars (GM had left the racing arena completely fearing the government was about to come down on them for a monopoly), Knudsen and DeLorean in 1959 came out with the wide track Pontiac—a car that stood out from the rest and began the era that would usher in the muscle cars. Jim said this wide track Pontiac “was like a football player with ballet slippers”. His marketing of the car was highly innovative for the time and insured its success. Jim Wangers is often referred to as the Godfather of the GTO. A 389 engine was outside the prescribed limits of cubic inches, but Pontiac got around complaints from the other divisions and from upper management by marketing and selling it as an option on a regular Le Mans, an option that sold for $389. Within a month orders for 15,000 of the option package poured in. GTO, a term borrowed from Ferrari, really stands for *Gran Turismo Omologato*. After Mr. Wangers’ presentation, the group wandered about the collection and enjoyed talking with the Wangers and Art Fitzpatrick.

Region members present besides the Faircloths were: Frank Hamad (’64 S 3), Bennie and Barbara Allen (’57 SC), Robert and Ivonne Webb (’88 Mulsanne) with Ivonne’s father Angel Ortiz, Alan Petry (’80 SW II), John Ellison (’01 RR Corniche), Terry Luallin (’79 SS II), , Rick Rosiejka (’76 SS LWB), Tom and Renee Scheil (’68 SS), Marge Sosa and Ed Gehringer (28 B 4 ½ L), Tom Wright (’59 SC), Gordon Wangers (’36 Phl Barker Coupe), Jean and Dave Ely (’78 SS II) with guests Kathy and Ray Terhune, Robert and Lori Risberg (’96 B Azure), Bill Olds (’85 SSpirit), Janice and Dennis Eickhoff (’79 SS II), Bill and Kathryn Gang (’72 SS LWB), Lou and Valerie Suter (’88 SSpur), Tom Wangers, and Chairman Brad Zemcik with guest Chris Green.

**Finis**
Wearing the Badge: Who Designed the Rolls-Royce Masterpiece?

By TOM CLARKE, U.K.

A design as great as the Rolls-Royce badge, with its monogram of two entwined Rs, would surely have been registered officially in 1905–06 when it first appeared. However, whilst the term “Rolls-Royce” was registered as a trademark in 1907, the badge was not. As a result we have to piece together its origins to see if a designer can be identified. A wide field of contenders emerges. There might be better known symbols—the golden arches of a certain fast-food chain, the three-pointed star of a certain German car, the shape of a certain soft drink bottle, and even a certain sybaritic and eccentric mascot. But the Rolls-Royce badge ranks highest. Perhaps the VW, Gucci, MG, and Louis Vuitton monograms could be seen as close runners.

First signs

The earliest photographic evidence of the entwined Rs is found on the September 1904 10 h.p. 2-cylinder Rolls-Royce chassis 20152. The Rs are in a sans serif style and used only on the wheel hubs (see Fig. 1). Serifs are the fine cross strokes blended into the top and bottom of traditional letters. When removed from the letters the resulting plain style is called sans serif. In this style they persisted on Rolls-Royce hubs and hubcaps until the Silver Spirit series in the 1980s.

Chassis 20152 was also the first car with the classical Rolls-Royce radiator. This was initially unadorned but an oval badge was introduced during February 1905, emblazoned “The Rolls-Royce Radiator”. Soon after October 1905 the now-familiar oblong radiator badge appeared with different entwined Rs from the hubs; this time the letters had serifs and the “tails” on the right of the two Rs were curved. But these same curved and entwined letters, though not in an oblong surround as on the badge, first appeared as early as 10 December 1904 in a C. S. Rolls & Co. advertisement in The Autocar (see Fig. 2). This has interesting implications, as will be shown.

As a broad generalization the following convention took hold:

(a) The sans serif entwined Rs were used by the Manchester and Derby works: on hubs, engine side plates, rocker covers, Company stationery used only at Derby from 1906 for some years (Fig. 1), and in a shield surround as a “Trade Mark” (see Fig. 3) found both on the back of handbooks and on some stationery, again used only at Derby, from 1911 or a little earlier. The monogram in the shield was registered in European countries, excluding Britain, in 1911.

(b) The curved and entwined Rs with serifs were used by the London office and showroom: on the badge, and on stationery used only at C. S. Rolls & Co. (Fig. 2). Further variants for stationery appeared in early catalogues (see Fig. 4 from 1914 and Fig. 5 from 1906–08). This monogram was not registered in the U.K. until 1935. The badge which used it was registered only decades later.

(c) The classical lettering on chassis plates (see Fig. 6), and on the top and bottom lines of the radiator badge (see Fig. 12), as well as on London letterheads from about 1907 (Fig. 6, taken from stationery), had straight Rs with serifs, in a different style from the main monogram.

The main claims

One possible designer put forward is a Miss Beatrice T. Eccles who, it was said, designed the badge for a public competition. No documentary evidence confirms this as yet and her name does not appear in the many directories of women artists. (This name was reported in Michael H. Evans, In the Beginning/Historical Series #4, p. 39) and, with Hubner below, was also put forward in RREC Bulletin #186, 1991, p. 9.) The Eccles claim was first made in a letter sent to Rolls-Royce Ltd. during the 1960s which linked Miss Eccles to the Manchester area. Her name was not in the 1881 census covering the city. Several early employees claimed that Royce sketched out the plain monogram, perhaps assisted by Rolls at one of their early meetings, and it was then refined in the Cooke Street drawing office. As it was used on a car as early as September 1904 this too could be a credible explanation.

Another designer who claimed the design was the artist Peter Paul Hubner (1870–1928). He was born at Reichenberg in Bohemia, Czechoslovakia, and studied at the Gablonz Art School. After service in the Austrian Army he lived in Austria and Holland, later settling in England. He was briefly known in Manchester from 1897 where he lived with his brother Julius. In November 1899 he married Laura Williams (b. 1871) in Worcester, calling himself a designer. The couple had three sons. It is said he also worked for the Royal Worcester porcelain factory as a designer/decorator. Though he is not recorded in that factory’s archives it is known that their designers were not routinely acknowledged. He exhibited at the Royal Academy in 1908, 1910, and 1913 although he was never elected to R.A. status. From this period he lived at 244 Brecknock Road at Upper Holloway in north London. He and his family also settled in the Essex towns of Canvey and Leigh by 1909 where he painted rather lovely land- and seascapes. It is said a domestic misfortune saw him live a lonely old age.

Reference books note his reputation as a designer of slogans and symbols. He died at the Old House, South Benfleet, Essex on 31 August 1928. He left only a small legacy to his wife, not mentioning his children. In 1937 his wife gave three 1904 Hubner works to the Art Gallery in her home town of Dudley in the West Midlands. From 2–24 December 1968 an exhibition of his works took place at the Ross Lawson Galleries, 19 Dover Street, London (see Southend Standard 14 Nov. 1968). Sadly no catalogue survives to see what works were claimed for him but the Arts Review (vol. xx, #24, Dec. 1968, p. 790) found much to praise in his work.

Given Claude Johnson’s interest in the art world it is possible Hubner was known to him. In this period Johnson was manager of C. S. Rolls & Co. and from early 1906 he also became Commercial Director of the new Rolls-Royce
L. Hubner has been claimed for not only the Rolls-Royce badge but also the Michelin man and the Johnny Walker whisky slogan. Quite a haul but, again, little documentary evidence.

Sifting the evidence
Checking up on Hubner’s claims I found that Johnny Walker’s striding man symbol (there was no slogan) was designed by Tom Browne (d. 1910). He was followed by Bernard Partridge in 1911 and others who interpreted the symbol in many ways (Commercial Art vol. 5, Aug. 1928, p. 71–75). The Michelin man, ‘Bibendum,’ was based on an idea by the Michelin brothers and first drawn by Marcel Roussilon under the pseudonym O’Galop in April 1898. Several other artists also incorporated ‘Bibendum’ in their work for Michelin so it is possible Hubner was involved at this level.

It is likely that Hubner’s association with these firms and Rolls-Royce has a different basis. As an unknown graphic artist he would have taken whatever work was available in the towns he stayed in, probably small one-off contracts or employment in a firm of commercial designers. For Michelin or Johnny Walker he might have done interpretations of existing symbols. As for Rolls-Royce, his brief stay in Manchester long predates the car period from 1904 by which time he had settled in London. His work might, therefore, have been the F. H. Royce & Co., or Royce Ltd., early letterheads in Manchester 1894–99. Or even C. S. Rolls & Co.’s stationery around 1905 when he was living in London. Royce Ltd. stationery (see Fig. 7 from Royce share certificates) bears the notation “James Collins & Kingston Ltd. of Manchester and London.”

Another claimant emerges
In 1978 the former Rolls-Royce Motors patents manager, Mortimer H. Rigby, interviewed Tom Nadin (1885 – 1979, in charge of the Cooke Street drawing office in Manchester soon after the turn of the century and later with Rolls-Royce in America) to see if he could help. In spite of background information from Company historian C. W. Morton the great and now ancient Nadin could not identify the monogram or badge designer. Morton’s information was that a woman tracer in the Cooke Street drawing office won £2.2s.0d (about $50 today) for her entwined Rs badge design in a competition organized by Claude Johnson. This must have been in 1905. The tracer’s name was thought to be a Miss McLaren. A later supervisor of the female tracers was Maud Blomley who married senior draughtsman Jack Cockshott. Also interviewed in 1978, Mrs. Cockshott could recall no such tracer or competition. But her period with Rolls-Royce only dated from 1911 so her recollections would probably not have included the drawing office before her time. In 1982 Tom Broome (1890 – 1990), who joined at Cooke Street in 1906, also recalled that a female tracer later working at Derby had designed the monogram or badge.

Always one for an amusing story, Bill Morton recalled that a Packard executive, visiting the new Rolls-Royce aero factory at Hillington near Glasgow during the last war, was entertained by the Company at Rogano’s Restaurant. This was, and is, a celebrated establishment with a stupendous art deco interior. The diners noticed a monogram of entwined Rs on the cutlery and summoned the proprietor to complain about infringement. He was adamant that the monogram went back to his grandfather’s days at the start of the business in the nineteenth century. This seemed a sufficient defense to the diners. I have checked with Rogano’s who say the current restaurant, and the cutlery, go back only to 1935. The entwined Rs are in a circle. You can ’t be too careful!

Early work by a famous name
Royce himself seems to have thought that Eric Gill (1882 – 1940) was involved. This is revealed in a letter from Joseph C. Bentley (b. 1880, of Royce Ltd. crane makers in Manchester) to Tom Haldenby at the Derby works on 24 Jan. 1928: “At the present we are designing certain nameplates for Mr. Royce and he refers to Rolls-Royce nameplates the letters of which were designed by the sculptor Mr. Eric Gill . . . We think it is one of the small nameplates Mr. Royce has in mind.”

It is known that between May 28 – 31 1924, and for a mere £5, Gill executed what later became the Company’s motto. It was incised in stone for the overmantel at Royce’s home ‘Elmstead’ in West Wittering, Sussex: Quidvis Rectum Factum Quamvis Humile Praeclarum Gill worked at the house so it is likely he was incising the existing stone of the overmantel. The Gill records for this survive at the University of California, Los Angeles (see Praeclarum, Sept. 1972, p. 33). In December 1935 Gill incised the name tablet ‘Elmstead’ in Hoptonwood stone for the house. His records show this as “(for Hugh Deut)” although Royce’s companion and nurse Ethel Tildesley (née Aubin, 1885 – 1967), who was willed the house in 1933, might have been the initiator. This late Gill work is unlikely to have been the origin of Joseph Bentley’s request. Could there have been an earlier instance?

The lettering used for the words in the Rolls-Royce badge, and from early 1907 in the chassis plate as well, dates from late 1905. This initially seems far too early for a Gill connection. Rolls-Royce Ltd. did later standardize this style of lettering (based on the letters in the top and bottom lines of the badge) and it must be assumed therefore that in 1928 Royce was drawing Joseph Bentley’s attention to this rather than nameplates on chassis.

Gill’s first design for a printing typeface was Perpetua in 1925. However, he actually began to study lettering much earlier, soon after moving to London in 1899. Here, whilst working in the office of architect W. H. Caroe in 1899-1903, he studied masonry at the Westminster Technical Institute and lettering at the Central School of Arts and Crafts in Regent Street under the great calligrapher Edward Johnston (1872 – 1944). Johnston became the single greatest influence on Gill. To supplement his income whilst still a student, and newly-married from 1904, Gill undertook various graphic work directed to him by Caroe and Johnston, and created a few shop signs, including new inscriptions W. H. Smith. He was soon working full time cutting letters in stone at his
Who Designed the Rolls-Royce Masterpiece? (continued from page 8)

Chelsea and later Hammersmith workshop before moving to Sussex.

Royce came to know the Gill family only after his (Royce’s) move to Sussex from Quam-
don near Derby. The earliest this could be is 1912 when he moved to Crowborough in the county but more likely after late 1917 when ‘Elmstead’ at West Wittering near Chichester was bought. Gill’s father was Anglican vicar of West Wittering 1914 – 20. In a sense Eric Gill was a curious choice for Rolls-Royce work. He became a well-known Catholic socialist who loathed industrialism and the factory system. He established his own artistic communities and wrote vigorously on controversial issues. He nevertheless accepted that he had to work in an industrial world and make the best things possible as a craftsman. He was a supreme artist and his drawings, carving, and lettering exhibit the greatest beauty and skill.

Unexpected support for Gill’s early in-
volvement with Rolls-Royce surfaced recently in the pages of an acolyte (ECIL, ca. 1910 – ca. 1978) whose family have opted to retain his anonymity. The person in question had trained in furniture making. From 1922 to 1926 he lived at a convent in Ditchling, Sussex. Here he spent time in Gill’s nearby studio and came to regard himself as a “disciple” of the great man for years afterwards. Some time later he wrote down one of Gill’s recollections: “It was Eric Gill who designed the double R trademark for the firm of Rolls-Royce, being mainly used on the front of the radiator grille of their cars …”. Further remarks concerned the change from red to black for the letters (see RREC Bulletin #124, 1981, p. 38). Gill moved to Wales in 1924.

A search of Gill’s “diary” or job book for 1904 reveals a series of entries from September 5th to December 3rd for the Auto Club, detailing about 22 hours of work. The work was most likely done at his studio although visits to the Automobile Club in Piccadilly, London, might also have been covered. Claude Johnson had been Secretary of the Automobile Club until June 1903. Was he perhaps using the Club for some Rolls-Royce contact with the largely un-
known Gill? So far no Gill work for the Auto-
mobile Club has been found in R.A.C. records.

A sequence of events can be constructed to explain how Gill might have been involved. Working in the C.S. Rolls & Co. showroom at 28 Brook Street, Mayfair in late 1904 (moving nearby to 15 Conduit Street off Regent Street only in December 1904) was Claude Johnson who would have wanted a symbol for the Rolls-Royce cars added to the other makes being sold by Rolls. The sans serif and entwined Rs monogram used by Royce Ltd. in Manchester was available but, with his artistic inclina-
tions, Johnson might have sought out the nearby Central School of Arts and Crafts in Re-
gent Street for his own version. The tutor Ed-
ward Johnston (or the ecclesiastical architect
Caroe) could then have recommended his tal-
ented student Gill, as he had done for other commissions.

In this way the purely C.S. Rolls & Co. ver-
sion of the monogram might have been born (see Fig. 2 dating from 10 December 1904). In what other way could Gill, and later his acolyte ECIL, have come to believe that the artist’s in-
volvement was so very early in Rolls-Royce history? As for acknowledging the designer, neither Rolls-Royce nor Gill had any public standing at this time. It would be some years before Rolls-Royce was pre-eminent and by then Gill was living in Sussex away from the limelight, perhaps troubled by having had to serve a manufacturer of infernal motorcars and the design was anyway unregistered.

Against this must be set expert opinion which holds that the style of the entwined Rs was probably derived from a similar typeface available in the late 19th century. Moreover, the design and execution of the monogram is thought to be far removed from the high qual-
ity work associated with Gill. By 1904, aged only 22, he was under the influence of John-
ston and a straight “tail” style of R had become a Gill hallmark in inscriptional work. But in his autobiography Gill admitted that he set aside his own misgivings on several occasions to do work the way a client wanted.

Gill’s antipathy to industry did not prevent him working on designs for the grille, bonnet and other features on the BSA car for Strat-
stone Ltd., in 1931 – 33. (The designs are at Notre Dame University Library, U.S.A.)

Latecomer

Finally, I recently came across the McKnight family of Manchester who claim that their an-
cestor John McKnight (ca. 1882 – 1944) de-
signed the monogram. McKnight was a sign-
writer as well as a fine-liner and glider. He was self-employed and was friendly with Royce, possibly because he detailed Royce dynamos and the like. The gold leaf sheet used for the small design is still extant although it is cur-
rently inaccessible. As it is said to be ornate (which the monogram and badge are not) it must be more likely that this was for a some-
what larger office sign or perhaps an unsuccess-
ful proposal for the competition.

Joining the competition

A competition for the badge does sound likely given that both Eccles and McLaren above are mentioned in this context. It is unlikely that this would have been a national competition because evidence would be more widespread. Anyway, the cost would have been too great. Perhaps it was an in-house affair in Manches-
ter, or based at one of the London art schools such as the Royal College of Art, St. Martin’s School of Art, and the Central School of Arts and Crafts (where Gill studied). The Royal Col-
lege was after all where Claude Johnson him-
self had briefly studied and where Charles Sykes (pseudonym Rilette), designer of the Spirit of Ecstasy mascot in 1911, also studied. He worked at The Car Illustrated magazine from 1903 as a commercial artist for John Monta-
tagu. And, as is well known, Johnson was cer-
tainly familiar with the artistic fraternity in London.

Johnson had introduced other equally imaginative ideas to the Company, such as prizes for chauffeurs giving good maintenance and the like. In 1919 the Atlantic air crossing and the first flight to Australia both used Rolls-
Royce aero engines. After these epics Johnson organized a national competition for a single sentence which both captured the facts and stood as an advertisement. Judging was en-
trusted to an advertising firm and 20,000 en-
tries were received for the £1,000 in prizes (see Flight, 11 March 1920). Such ideas emphasize the more democratic spirit Johnson shared with his self-made soulmate, the newspaper magnate Lord Northcliffe, promoter of the At-
lantic flight.

Choosing . . .

Some of the evidence presented is inevitably anecdotal but I would suggest the following:

(a) The mid-1904 sans serif entwined Rs (Fig. 1) was a design done in the Cooke Street drawing office, perhaps by competition, and remained the monogram used in Manchester and Derby only. It was intended for straightforward engraving or casting, hence the lack of serif(s). The version in a shield (Fig. 3) must have emanated from the Derby works drawing office. If done earlier it must not have been considered suit-
able for the radiator.

(b) The late-1904 curved and entwined Rs de-
sign with serifs (Fig. 2) was far more artistic and was done for the London office, possibly by Gill or even by Hubner. Significantly, this more artistic monogram seems to have been used only by the London office of the Company. The curved “tails” of the Rs kept the letters compact.

(c) The full badge itself followed a year later, around October 1905, and was very evident by early 1906. It could be by the same hands above but was probably by one of the female tracers such as Eccles or McLaren (neither being con-
firmed employees as records do not exist). It was probably the result of an internal competi-
tion which required the “Lon” monogram, as supplied by the London showroom, to be used. This tracer might have given the Com-
pany its distinctive Roman lettering although here, too, Gill’s hand could be at work. If so, the skill of the badge designer was in producing a compact, unfussy design which suited the propor-
tions of the space on the radiator. The anec-

THE FLYING LADY • January/February 2000 5929

(Continued Page 10)
Who Designed the Rolls-Royce Masterpiece  (continued from page 9)

dotal evidence does seem to point to the monogram being designed separately by an outsider, with the badge being designed by an insider.

**Styles and copies**
The badge appeared in various forms:

(a) The original used on most cars (see Fig. 9) does not use, on its top and bottom lines, the same R and to some extent S or E seen on the chassis plate and Derby stationary. Variations in the late 1930s badges used on the Phantom III and the 25/30 h.p. illustrate this point.

(b) When the Company’s factory was opened in America after 1919 the badge design was registered in the U.S. (see Fig. 10). It initially seems substantially different. However, as seen on the cars themselves it was after all the same as the English type except for the trade mark inscription. This was used on all U.S.-built chassis.

(c) Back in England, from the late 1930s until the 1950s yet another variant (see Fig. 11) was introduced for printed material only, sometimes as a printed “badge” and sometimes in a shield. This was one of many more heraldic styles tried.

(d) Finally, there is a very pure form (see Fig. 12) with the R in the top and bottom lines staying faithful to the chassis plate. It was used on some late 1930s cars, more recent stationary, and on aero engine cowlings. This could be the result purely of a change of badge maker.

![Image](https://via.placeholder.com/150)

**Figure 9**

Both the Rolls-Royce radiator and the badge have had imitators, mostly obscure makes. In descending order of close copying, the radiator was copied by Roamer, Moon, Sizaire-Berwick, Beverley-Barnes, Windsor, Secqueville-Hoyau, Eric-Campbell, Albert, Australian Six, Vox Light Car 1913, Meteorite, Sensaud de Lavaud, Payze, Rolleson-Rover, Stafford, Belga-Rise (licensed by Sizaire) and perhaps Newton Cesano (based on the Lancia radiator). The badge was copied by Roamer, Straker Squire, Loyd Lord, Harris-Leon-Lains, Donnet-Zedel, Belga-Rise, and Payze, and there were probably several others. Yet we still do not know for certain who designed the original!


In this article on the origins of the design I noted that the style of lettering on the top and bottom lines of the badge appeared on the new badge first fitted soon after October 1905. This was, I thought, basically the same lettering that would be used for the new ornate chassis plates fitted from early 1907. Recently I was able to take a closer look at the surviving 10 h.p. 2-cylinder car 20165, off test in February 1907, and also at pictures of the very first Silver Ghosts. These showed the familiar badge with one difference: the R at top and bottom is quite unlike the classical style used from 1907 on the chassis plate and badge. Instead it is similar to a 19th century typeface design called Desdemona. Moreover, the elongated O and narrow Y are quite unlike the style used from 1907 (see badge on right).

This observation therefore establishes that the badge evolved in three, rather than two, stages:

1. The monogram appeared in early December 1904, in the curved style already described in the article and used in all forms of the badge.
2. The badge appeared soon after October 1905 incorporating the monogram, with the top and bottom lettering using the letters (particularly the R) from a typeface design like Desdemona.
3. The improved badge, and new chassis plate, appeared in early 1907 with lettering (apart from the monogram) now in strongly classical Roman style that would persist at Rolls-Royce for over half a century.

A tracing of the worn badge from the 1907 2-cylinder 20165. The badge on the car has long lost its enamel filling. It is slightly more crudely executed than today. Compare the top and bottom lettering with Figs. 9 and 12 to see how different it is. This is one of the rarest and earliest forms of the badge and, like all the early cars, was pinned on.
VALENTINES OVER BORREGO

JOIN THE ROLLS-ROYCE OWNERS CLUB, SAN DIEGO REGION
FEBRUARY 10, 2007
AT
CASA DEL ZORRO RESORT, BORREGO SPRINGS

FOR A RELAXING WINTER GET-AWAY
UNDER CLEAR SUNNY SKIES & BRIGHT STARRY NIGHTS

SATURDAY EVENING SOCIALIZING
(COCKTAILS & HORS D’OEUVRES)
AND A FESTIVE VALENTINES DINNER
RESERVATION DEADLINE
JANUARY 9, 2007

CALL CASA DEL ZORRO FOR GROUP RATE OF
$240 PER NIGHT
DELUXE POOL SIDE ROOM REGULARLY $460
RESERVATIONS MUST BE MADE BY JAN 9, 2007 TO GET SPECIAL RATE

Other Options: BORREGO VALLEY INN @ 1-800-333-5810
BORREGO SPRINGS RESORT@1-888-826-7734
PALM CANYON RESORT@1-800-242-0044

FOR MORE INFO CALL NANCY & STEVE HALL @ (760) 767-1215
Odometer “Judging” at the November Meet

By Tom Wright, Judging

In the San Diego Region most of our group adheres to Matthew 7:1-2, often paraphrased as “Judge not lest you be judged.” So we go in for what I call “non-judgmental judging.” At this past meet I asked everyone to measure the distance from where we ate to the site of the meet. In keeping with the non-judgmental spirit of the exercise, there was no place on the form to put your name. But I’m sure you can easily find your own car (and probably others as well). Here are our results:

<table>
<thead>
<tr>
<th>Year</th>
<th>Model</th>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>Azure DHC</td>
<td>9.00</td>
</tr>
<tr>
<td>1976</td>
<td>Silver Shadow LWB</td>
<td>10.80</td>
</tr>
<tr>
<td>1978</td>
<td>Silver Shadow II</td>
<td>11.00</td>
</tr>
<tr>
<td>1928</td>
<td>Bentley 4½</td>
<td>11.40</td>
</tr>
<tr>
<td>1979</td>
<td>Silver Shadow II</td>
<td>11.55</td>
</tr>
<tr>
<td>1980</td>
<td>Silver Wraith II</td>
<td>11.85</td>
</tr>
<tr>
<td>2001</td>
<td>Corniche</td>
<td>11.90</td>
</tr>
<tr>
<td>1936</td>
<td>Phantom III</td>
<td>12.00</td>
</tr>
<tr>
<td>1968</td>
<td>Silver Shadow</td>
<td>12.00</td>
</tr>
<tr>
<td>1979</td>
<td>Silver Shadow II</td>
<td>12.00</td>
</tr>
<tr>
<td>1985</td>
<td>Silver Spirit</td>
<td>12.00</td>
</tr>
</tbody>
</table>

1987 Silver Spur LWB    | 12.00
1959 Silver Cloud I     | 12.20
2003 non RR/Bentley     | 12.30
1957 Silver Cloud I     | 13.00

1974 Average            | 11.67
MapQuest                 | 12.18

Today I checked MapQuest, and it said the distance was 12.18 miles. Somewhat to my embarrassment, my own mileage from that Sunday is the one closest to the MapQuest figure. Love those new Diamond Black narrow profile, wide whitewall radials! But I should point out I can’t be certain we followed the MapQuest route exactly. I just followed the taillights in front of me. Anyway, I never intended it to be a contest. The idea is that with the above data you can make reasonable adjustments to the readings you get from your car.
JANUARY MEET ANNOUNCEMENT

MOVIE MANIA – BEHIND THE SCENES

January 21, 2007

The January 2007 RROC-SDR meet will be held at the UltraStar Cinemas’ Mission Valley Theatre located at 7510 Hazard Center Drive. Arrive at 10:00AM and the event will begin at 10:30AM in the theatre with tours of the projection booth featuring the latest movie projection technology – Pure Digital Cinema® and the old film type presentation.

Following the projection booth tour we will watch some onscreen demonstrations of digital projections. At about 12:00NOON we will have lunch at a restaurant near the theatre.

Following lunch, everyone attending is invited to see a new first run movie of their choice.

John Ellison - Meet Host
Advertising Policy
Private party advertisements for Rolls-Royce/Bentley vehicles, want ads, parts, lost and found, or information will be published for members at no charge. For car sales include chassis number and asking price. Photos will be published free if supplied in digital JPG, TIFF or PDF formats. Film photos will be scanned and published at a nominal charge. Non-member advertising will be accepted at published rates. Display advertising is accepted, at the discretion of the Editor, for business card, 1/4 page, 1/2 page, and full-page insertions in increments of one, three or six insertions. Please contact the Editor or Public Relations chairperson for additional information.

NEW - Published Advertising Rates - NEW

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>Single Issue</th>
<th>One Year (6 Issues)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4 COLOR or B/W</td>
<td>4 COLOR or B/W</td>
</tr>
<tr>
<td>30 Word Ad Interior</td>
<td>$50.00</td>
<td>N/A</td>
</tr>
<tr>
<td>Business Card Interior</td>
<td>$60.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>Quarter Page Interior</td>
<td>$100.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Half Page Interior</td>
<td>$150.00</td>
<td>$350.00</td>
</tr>
<tr>
<td>Full Page Interior</td>
<td>$200.00</td>
<td>$450.00</td>
</tr>
<tr>
<td>Half Page Back Cover</td>
<td>N/A</td>
<td>$500.00*</td>
</tr>
<tr>
<td>Full Page Back Cover</td>
<td>N/A</td>
<td>$750.00*</td>
</tr>
</tbody>
</table>

*Limited Availability - 4 COLOR ONLY - First Come, First Served

Ad Dimensions

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card</td>
<td>3.5 Inches</td>
<td>2.0 Inches</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.5 Inches</td>
<td>4.5 Inches</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.0 Inches</td>
<td>4.5 Inches</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.0 Inches</td>
<td>9.5 Inches</td>
</tr>
</tbody>
</table>

Digital Submission Formats

TIFF or Press Quality PDF - File Formats
Black/White Ad: 300 - 600 dpi in Grayscale Mode
4 COLOR Ad: 300 dpi in RGB Mode

Files sent on CD or as EMAIL attachment.
TO: SCNEditor@san.rr.com
     858.675.9050 or 858.674.5930
Our evening included a wonderful dinner at round tables, making conversation flow easily and including everyone. One lucky person at each table “won” the holiday centerpiece to take home. Dennis Eickhoff encouraged everyone to be photographed by him in their fancy dress so there were lots of smiles on camera.

The evening was very special, with Brad Zemcik turning over the chairmanship to incoming President, Ivonne Webb. Ivonne thanked many members for their contributions in the past. She introduced her new board and talked about her goals for the club in the coming year. Mostly Ivonne conveyed how much she loves being a part of this club and her plans to work hard to continue involving as many members as possible in club activities.

2007 looks like another banner year for the club. On the way home we made a pledge to ourselves to join in more club activities in the coming year. We hope to see many of you out there, too.

Attending the banquet were: Bill & Kathryn Gang; Terry & Meryl Luallin; Brad & Michelle Zemcik; Dave & Jean Ely; George Chambers & Nanette Gerth; Tom & Renee Scheil; Jerry Bevins & Nancy Eversole; Gary Geske & Barbara Rogers; Larry Davis & Joan Bowes and their guests; Ken & Shirley Hinkley, Coop & Patti Cooprider, Ralph & Effie Lundberg, and Jim & Joy Furby; Robert & Ivonne Webb; Sig & Pat Hofland; Lou & Valerie Suter; Chuck & Gloria Eller; Rick Rosiejka & Mike Gunnerson; Mason Smith & guest; Marvin & Rita Crouch; Ed Gehringer & Marge Sosa; Albert & Betty Chain; John Ellison, Jr.; Dennis & Janice Eickhoff; and Al & Steve Tarkington.

We wish you a healthy and happy New Year!

Steve & Al Tarkington
This year's 35th Annual RROC San Diego Regional Banquet took place once again at the lovely Kona Kai Resort on Shelter Island. Chairman Brad and Michele Zemcik (who flew in hours earlier from the east coast) welcomed everyone with a hosted bar and delicious appetizers. Festive holiday dress always brightens any gathering and everyone was glittering for this occasion. Members new to us welcomed us like old friends. And, old friends asked where we had been. People chatted about what the club did in 2006 and looked toward the New Year.

Ivonne and Robb Webb displayed their photographs, albums, awards and trophies in the lobby for everyone's enjoyment. They like to encourage all Rolls Royce owners to venture to Europe with their cars, one way or the other. They leave a car there to use while sightseeing and attending various European rallies. We love to travel so it sounded like an interesting idea to us.

Awards were presented to particular members in appreciation for their active participation in the club during this past year. Members plan meet events for the enjoyment and learning opportunities they provide and help keep the club members active and involved. This is a very active club and many members were thanked and honored.

The dance floor was never empty with the music of The Swing Set Band keeping things “merry and bright” all evening. Some couples even entertained us during dinner with their cha-cha’s and fancy steps. The band played many old favorites and also some holiday music. I think the members in the sing-a-long vocal group should not quit their day jobs. They presented a local rendition of a song written by Dave Baron, a RROC member from British Columbia. He penned this number for the October RROC Tour of Enchantment and titled it “Oh Lord won’t you buy me a Proper Motor Car” and set it to a Janis Joplin hit tune The vocal group gets an A+ for effort? Maybe especially George Chambers! The vocal group received a huge ovation at the conclusion of their presentation in the hope that they would not do an encore. And they didn’t.