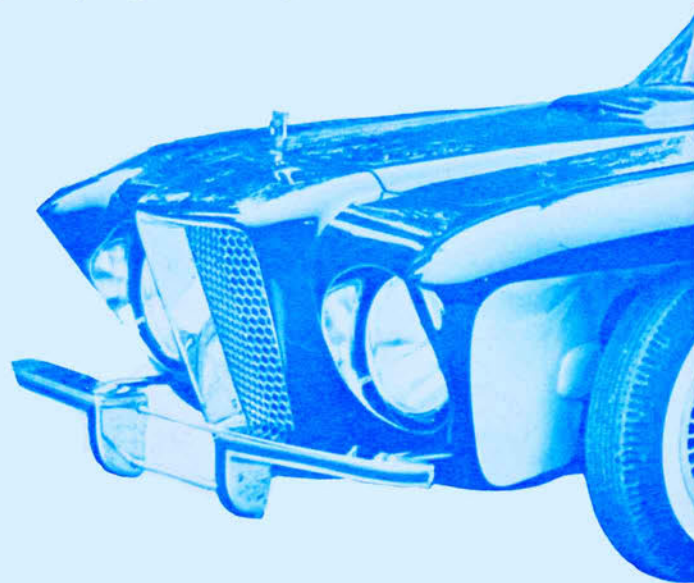
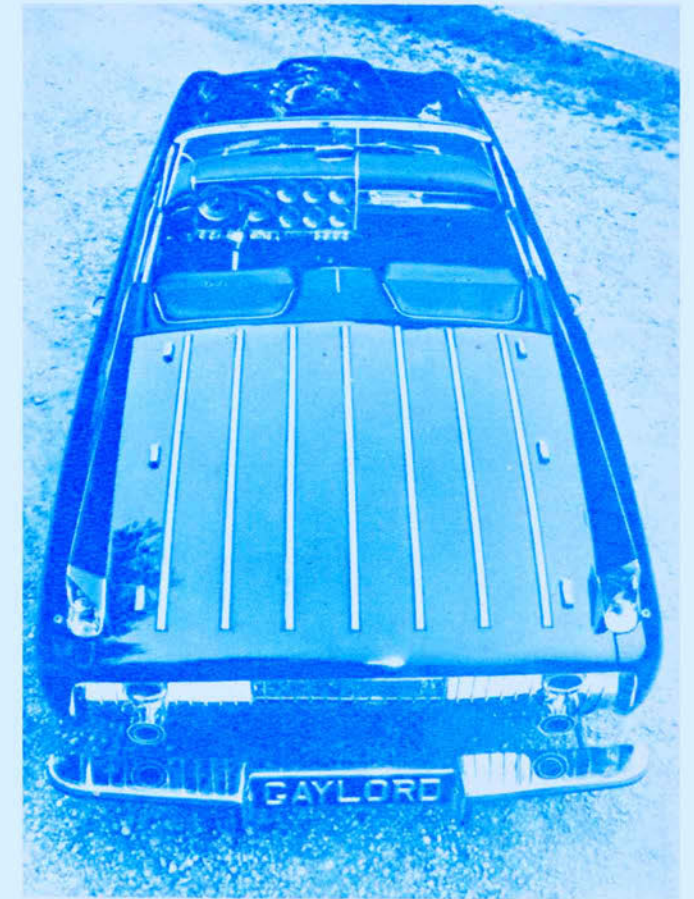


Spohn workmen swarm around prototype in last-ditch effort to get car (and its top) ready for introduction at Paris show. Even production version will be pretty much handmade by these same sure, unhurried craftsmen

photos by Fotografia Ravensburg

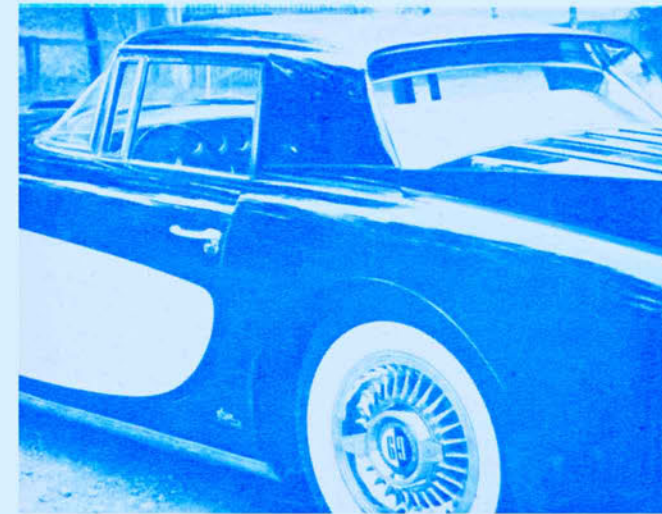


Lack of ostentatious length seems to emphasize the Gaylord's unsurpassed luxury and attention to minute details. Fins are integral portion of design. Top, when up, gives no hint of its disappearing act

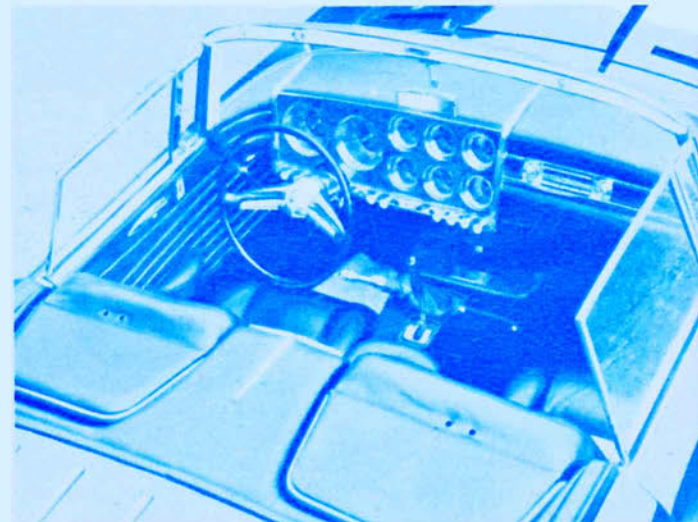


Chrome bars and cleats are intended for practical use in carrying luggage, particularly when steel top is occupying the rear compartment

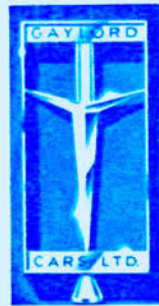
Massive Lucas P-100 headlights set front-end theme, while grille will be the trademark of future models. Stevens touch is unmistakable



Rear fins serve function of making folding top appear to be permanent, instead of stuck on car as afterthought. Recessed rear window surrounded with lavish chrome, looks discreet, saves sunburned necks



Components of various cars, plus purely original designs by Brooks Stevens, have been blended into harmonious whole that makes car leading contender for modern classic title. Transmission is Hydra-Matic



EVERY BLUE MOON, a dedicated person or group attempts to produce for sale in at least some quantity an automobile upon which a price is set *after* it is styled and engineered. Such a car is the Gaylord.

In the past, many efforts like this have met with varying degrees of no success. We might cite England's pre-war Squire, postwar Invicta; France's struggle to keep alive the Talbot Lago and disinter the Bugatti; Spain's government-subsidized Pegaso, and America's own Cunningham Vignale. Looked at another way, Rolls-Royce started with little but

high ideals as did Daimler-Benz and many other famous names, some still alive and flourishing today.

Certainly, the Gaylord was born with the proverbial silver spoon in its grille. Check with your wife and you will find that Gaylord stands for the inventor and still the world's largest producer of bobbypins. You can be sure that the car has had every advantage that money can provide.

It was engineered around standard American parts by professionals under the inspired direction of 2 young Gaylord sons, Jim K. and Edward. It was imaginatively styled by the famous designer, Brooks Stevens, and bodies will be built by that superb craftsman, Spohn of Ravensburg, Germany, at the rate of about 25 per year.

Does all of this make the car worth approximately \$10,000 to you? That is quite a bit to invest in an ideal subject for depreciation. Perhaps we can help you decide when we say that the project stemmed from the Gaylord brothers' dissatisfaction with the best postwar automobiles produced on both sides of the Atlantic Ocean, most all of which they have owned at one time or another.

They knew they wanted a personal automobile that would be at home in Chicago traffic and potentially capable of a good showing at Le Mans. In the words of Jim Gaylord, "It wasn't to be just another sports car, or even something better than that; it *must be better than anything in the world for its purpose*—the ultimate in personal transportation."

Brooks Stevens well remembers his first instructions, relayed verbally to him by Jim: "The car must have 'clamshell' fender design, different headlight treatment but with function. The theme should be sound rather than futuristic or controversial. The car must be relatively small but still have more passenger room than any other car being built for 2 passengers. It must be completely weatherproof, but also fully convertible when wanted. Lastly the grille should be a trademark worthy of perpetuation." (Judge whether he succeeded.)

At first reading, the above might seem to be an irrelevant collection of details. Stevens did not (Continued on page 59)

ONE FOR THE MONEY

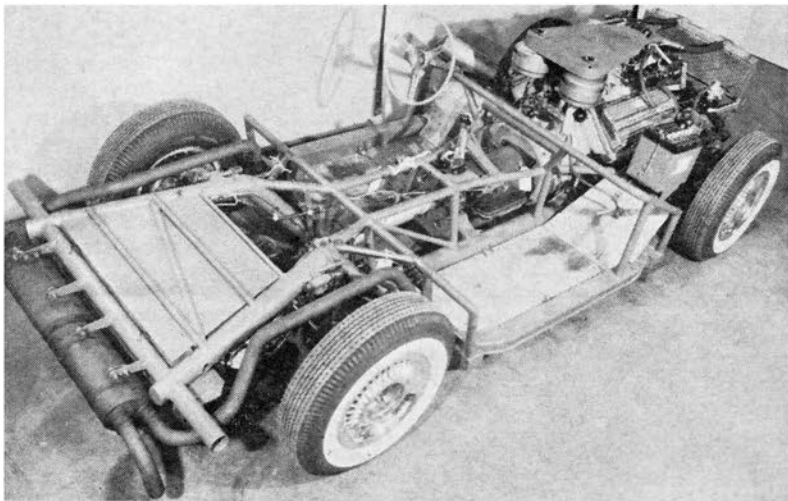
Engineered in Chicago, styled in Milwaukee, its bodies built by Spohn of Germany, the Gaylord car is a new contender in the highest price class

by Don MacDonald

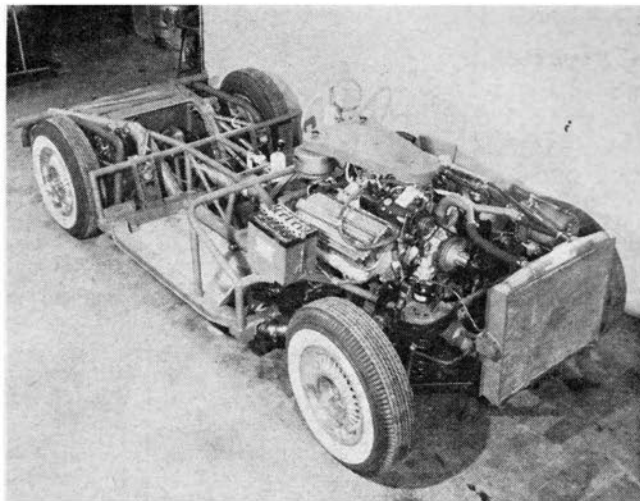
Perhaps the world's only car that looks graceful with its door open, Gaylord has achieved quality look by simple expedient of sparing no expense in achieving his dream of top car in personal field



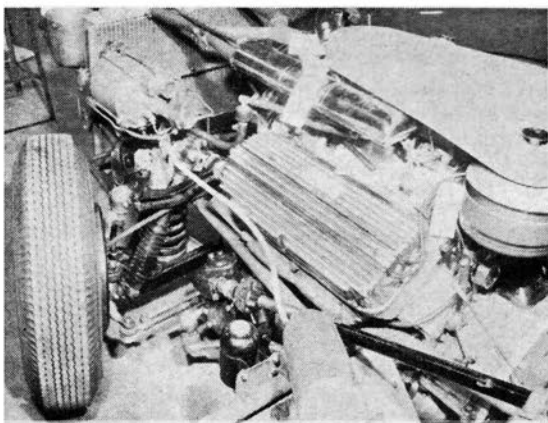
One for the Money



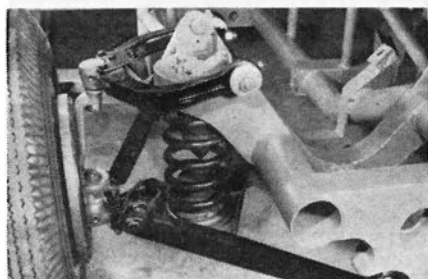
Dual exhaust system operates at minimum back pressure. Pipes go under outside frame member, flexible couplings connect to headers. Note the floor shift



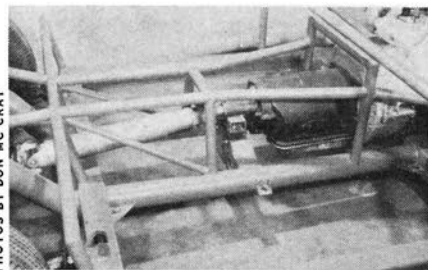
Radiator by Harrison, engine by Chrysler, transmission and wheels by Cadillac make the Gaylord as cosmopolitan as any car. Front suspension is orthodox



Saginaw power steering has revalved unit with less eager boost. Expansion tanks reduce frontal area



Front coils nest in well-forward A-frames. Front end of frame is reminiscent of aircraft construction



Unique telescoped driveshaft has rubber insert to cushion torque wrap. Hydra-Matic is in rubber too

PHOTOS BY DON MC CRAY

react as tho it were. He felt that here at last was his dream commission, even tho styling was subordinate to engineering by order. It was the kind of car that everyone talked about but never made.

Interpreted thru a designer's eyes, "Here was a project that called for classic elegance somehow at home on a racecourse. The demand for a trademarkable radiator obviously meant a vertical motif, but not warped as used on current Jags and Alfas. Take the old theme and give it a new, nonwhimsical flavor."

Subsequent elaboration on the requirement for a "different headlight treatment" brought to light a Gaylord fondness for Lucas P-100s. As styled in by Stevens, they set the stage for the car. To Brooks, the "clamshell" phase of the instructions meant "function without mass; the litness of the classic '30s without the problems—just flavor."

The wraparound windshield is actually a truncated piece of glass from a Ford Thunderbird, a good example of the practical approach to the spare parts problem evident everywhere. Despite the true brougham appearance of the rear, the car will automatically and completely swallow its all-metal top into the deck at the touch of a button.

Length/width ratio was originally to be based on a Jaguar's approximate 3 to 1, which Stevens considers to be good. However, engineering dictated American chassis and engine components so the car's litness (readily apparent even in the photos) had to be achieved thru styling illusion rather than true dimensions. Using stylists' terminology, the sides were "sucked in" and the length "stretched." You won't be fooled by the photos, tho; it is an adult-sized auto throughout, unlike some of the peanut-sized Italian coupes.

The prototype Gaylord, as shown at the recent Paris show, is powered by a 300-plus-horsepower Chrysler V8 coupled to

Hydra-Matic. Within reason, your choice of powerplant and transmission will be optional; any problems stemming from unusual combinations requested will be met on a "time and material" basis.

The dual-wishbone frame is constructed from light but super-strong and -costly chrome-moly steel alloy. Nothing is attached to it that is not insulated in rubber. This passion for isolating metal-to-metal contact is even carried into a revolutionary new drive arrangement where the shaft's two pieces are connected one to the other by a strong telescopic rubber grip that can cushion any V8's torque.

Like any true custom car engineered from the wheels up, the chassis abounds in unusual details. For example, the dual exhausts are routed under the frame side rails (insulated by asbestos) into mufflers mounted crosswise at the rear. Suspension follows conventional practice of coil front, leaf-spring rear but is an original Gaylord design thruout.

Shortly before presstime we received pictures of the prototype (bodies will be all metal) in the works at Spohn. A basic reason for choosing this *carrossier* was that, unlike most Italians, he meticulously follows the instructions of the original designer. He is working solely from a 3/8-scale model.

On the spot in Ravensburg are the 2 Gaylord brothers and Brooks Stevens, sweating out each stage in the construction of their dream. As we wrote, the nearly completed car was getting the final touches prior to a last-minute dash to its stand in the Paris show. There, its creators were to hear the verdict of the experts, both visiting stylists and car lovers with checkbook in hand. If you couldn't make the show and are serious about liking the car, address your inquiry regarding purchase to James K. Gaylord, Gaylord Products, Inc., 1918 Prairie Ave., Chicago 16 (1st deliveries, early 1956).