

EXHIBIT A



Browse Types

- T-tops (1)
Air cleaners (13)
Air conditioners (38)
Air pollution controls (6)
Alternators (8)
Antennas (3)
Axles (4)
Batteries (29)
Bearings (15)
Beds (3)
Bellhousings (11)
Body parts (94)
Body shells (2)
Body trim (8)
Brakes (198)
Bumpers (32)
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Carpets (10)
Chassia parts (10)
Clocks (28)
Clutches (15)
Consoles (2)
Continental kits (9)
Conversion kits (10)
Convertible parts (169)
Crankshafts (2)
Crossmembers (2)
Cruise controls (1)
Cycle parts (4)
Cylinder heads (10)
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Data plates (31)
Decals (45)
Differentials (23)
Distributors (24)
Door parts (6)
Doors (11)
Drivetrains (1)
Electric motors (1)
Electrical parts (8)
Emblems (11)
Engine blocks (20)
Engine parts (47)
Engines (91)
Exhausts (82)
Fan systems (4)
Fender skirts (34)
Fenders (21)
Fiberglass parts (3)
Filters (1)
Firewalls (2)
Floor panels (7)
Floor pans (34)
Flywheels (1)
Frames (11)
Front ends (2)
Fuel injection (5)
Fuel pumps (20)
Gas caps (1)
Gas tanks (62)
Gaskets (42)
Generators (6)
Gloveboxes (2)
Grilles (19)
Hardtops (5)
Hardware (38)

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1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
Sort: Oldest Ads | Newest Ads | City | Make | Model | Price | State | Year |

Refine Search! New Search!

Touch Up Paint
Parts For Sale Classified Feed

1969 Ford LTD fenders

1969 Ford LTD fenders
NOS c9az16006a left new fender. good condition/minor scratches and dings from storage through years in original packing. 1969 full size Ford LTD/CrownVic..Buyer pays shipping and handling more...
\$295
Location:
Cheboygan, MI

1965-1966 Chevrolet Corvette body parts

1965-1966 Chevrolet Corvette body parts
Never used from J&D Corvette, front end , side vents, and rear clip. Also 1965 radio, and a 1967 big block hood. I will sell individual parts... more...
\$1,495
Location:
Woodland Hills, CA

1936 Cord Beverly fenders

1936 Cord Beverly fenders
Solid straight 1936 Cord Beverly RT, front fender for sale. Very rare find. Is set up with supercharger cutouts. Needs minor finish work. Currently in media blasted (bare metal). (Also have complete 1936 Beverly body on frame no drive train in primer very solid 20k obo).... more...
\$4,000
Location:
Pacific, WA

1963 Chevrolet Corvette engines

1963 Chevrolet Corvette engines
327 Chevrolet Corvette engine, 365HP, less than 200 miles on professional rebuild, came out of 1963 Corvette Split Window Coupe, engine was last started May 2010 before removing it from my Hot Rod project. Block Serial number is 4105328 FI106RE, Block casting number is 3782870 A Corvette collector told me that s/n means it was made in Flint, N... more...
Location:
Amelia, OH

1969 Chevrolet Camaro mixed

1969 Chevrolet Camaro mixed
perfectly restored original instrument cluster including rebuilt speedometer and gas gauge \$500, beautiful original console \$200, excellent original shifter and cable \$100, nice shifter plate and trim for console \$40, glove box door \$10, nice used tail light lenses \$50, I'll soon have a sub frame with most of the suspension pick up only \$150 ,6 cylin... more...
Location:
Monroe, NC

parts cycles

parts cycles
Motorcycle metal plates made. All old issues all 50 states. www.CR8-APL8.com more...
\$40
Location:
Hollywood, CA

1954 Bentley R-Type engines

1954 Bentley R-Type engines
Original 1954 Bentley R type motor, ran when taken out. Front mount still on it. I have the carbs too. Will fit in Rolls Royce Dawn or Wraith... more...
\$3,000
Location:
Orlando, FL

1938-1941 Ford body parts

1938-1941 Ford body parts
1940 Ford car hoods, fenders; 1938-1941 trunk hoods, fenders, running boards. Contact Mike. (541) 747-1774 mikeszorich2msn.com... more...
Location:
Springfield, OR

1909-1910 Ford Model T window parts

Original... more...

Buy and sell quality Classic and Replacement Auto Parts

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Keywords

Categories

Make/Model

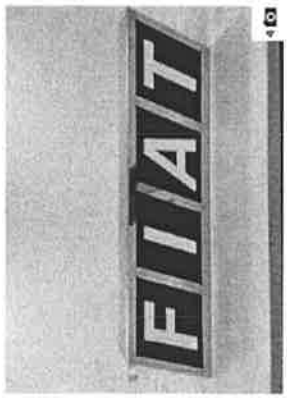
Advanced Search

Seller Type

Private (799)

Commercial (119)

Items 1-20 of 918



FIAT Dealership sign
\$2,500.00 + shipping

Location: St Catharines, ON CANADA
 Private Seller: davenichols
 Condition: New Old Stock
 Application: Fiat
 Category: Automobilia

List your part

Most Recent ▾

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NOS 65 66 Ford Mustang right 1/4 panel
\$700.00 + shipping

Location: Burlington, NJ
 Private Seller: Czarbaldi1941
 Condition: New Old Stock

Members: [Log in](https://web.archive.org/web/20120208015333/https://secure.hemmings.com/account/sign_in/) | [New User? Register](https://web.archive.org/web/20120208015333/https://secure.hemmings.com/account/register/)

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1946 Jeep CJ2A
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1964 Ford Galaxie
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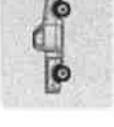
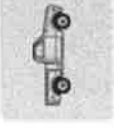

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Q Start typing to search for a vehicle...


E.g. "New York", "1987", "Trucks", "Porsche", etc.

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-  Muscle Cars
-  Restomods & Customs
-  Trucks & SUV
-  Engines & Parts


Live Auctions

- 

Rare 1967 Oldsmobile Cutlass Supreme

☆
- 

Flathead V-8-powered 1954 Ford Customline

☆
- 

1989 Mercedes-Benz 560SL

☆ ↕



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Find a Dealer (171 Dealers Listed):

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DEALERS' LOGIN



ONLINE DEALER SHOWROOM

Looking for new markets and buyers for your cars? The HMN Online Showroom is the answer. The Online Showroom will promote your cars to over 600,000+ unique visitors a month on www.hemmings.com - the most comprehensive online resource for the collector-car enthusiast.

Our current web traffic generates over 6 million page views a month, and in a recent survey, we asked our worldwide Internet audience why they visit www.hemmings.com. 61% replied they plan to buy a car(s) within the next 12 months; their age is between 45-54, and 49.8% have incomes between \$75,000 and \$249,999. They are serious, qualified buyers and your potential customer.

Annual and open terms (30 days) are available. Features of the program include:

MULTI-LEVEL PRICING BASED ON YOUR INVENTORY

HOST PAGES WITH ALL YOUR CARS, PROVIDING DETAILED CONTACT INFORMATION AND A LIVE LINK TO YOUR WEB SITE.

INDIVIDUAL ONLINE PHOTO AD FOR EACH VEHICLE IN CLASSIFIED SEARCH PAGES

Buyers find your cars both on your pages in the Showroom and in the general classified search with a direct link to your showroom.

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Update your inventory 24/7 with your password OR upload cars with an electronic feed process.

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Track how often a car has been viewed in the last 7 days and within the last 30 days - Personal access 24/7.

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Best Classic Trucks for Sale at Reasonable Prices

Classic trucks have become a mainstay of the collector-vehicle market. The utility of a pickup truck means many of them lived hard lives and, so, carry a corresponding patina, but some special original and restored examples are available as well. When looking at classic trucks for sale, whether GM, Ford, or Mopar, offerings, you have nearly limitless options.

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Results include ads from the **September, 2019** issue of *Hemmings Motor News*. To see ads from the **October, 2019** issue, you must be a subscriber to *Hemmings Motor News*.
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15 minutes could save you 15% or more.

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Motorcycles for sale

304 results | Popular Searches

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Motorcycles

There is a bike for every taste and budget, and while Harley-Davidson has defined American motorcycle culture for a century, in recent decades there has been a surge in interest in British, Japanese, and BMW motorcycles, as well as a revival of alternative American brands like Indian and Victory. Whether you have a motorcycle for sale or are looking for your next ride--from unrestored Knuckleheads to custom cafe racers--Hemmings serves the entire collector-motorcycle community.

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February 12 - 19, 2011

Please join us on the magnificent Oasis of the Seas for a fabulous 7-NIGHT CRUISE as she sails from Fort Lauderdale, FL, to St. Thomas, St. Maarten & Nassau, Bahamas.

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VIDEO CLIPS

[Musclepalooza 10](#)



[Musclepalooza 10 Awards](#)



[Hemmings Concours d'Elegance 2009](#)



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[Hemmings Cruise-in, June 12th, 2008](#)



[Musclepalooza VII](#)



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1949 Kaiser Special

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HEMMINGS BLOG

(https://web.archive.org/web/20120208015333/http://blog.hemmings.com/)
Cadiz, Ohio, and Kilgore, Texas, 1970s

(https://web.archive.org/web/20120208015333/http://blog.hemmings.com/?p=58917)



(https://web.archive.org/web/20120208015333/http://blog.hemmings.com/?p=58917)

We've seen plenty of photos from the EPA's Documerica project of the early 1970s, and while most of the ones we've seen have been somewhat subtle with their intentions, these two most certainly avoided any subtlety. The first one, shot by Erik Calonius in 1974 in Cadiz, Ohio (birthplace of Clark Gable!), shows the head of a strip mining shovel looming over what otherwise looks like an idyllic Midwestern town. Similarly, the second photo, shot by Marc St. Gil a couple years prior in Kilgore, Texas, shows a bra

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1969 Pontiac Firebird 400
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1969 Pontiac Firebird 400

Truck Profile



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1928 Whippet

Abandoned Autos



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Estate

Hemmings Musclepaloosa XV



(/web/20120208015333/http://www.hemmings.com/events/musclepaloosa.html)
May 27th, 2012

This Memorial Day weekend at 8 a.m., Musclepaloosa XV will kick-off at Lebanon Valley Dragway in New Lebanon, New York. Over 20 trophies will be awarded for First Place and Runner Up for a variety of classes based on vehicle make, along with a Best Engine, Best Paint and of course, the premier award for Best of Show. For racers, there will be a full complement of bracket classes, with time trials beginning at 10 a.m. and eliminations kicking off at 1 p.m. Awards will be presented in each class following the final round of eliminations. Of course, another regular feature of Musclepaloosa is the Factory Appearing/Stock Tire (F.A.S.T.) shootout, where bone-stock appearing muscle machines go head-to-head on the track, turning in times that some dedicated race cars would have a hard time matching. Click below or call 800-227-4373 for more information and make your plans to get to Lebanon Valley on Memorial Day weekend.

Learn More >

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Road Ready Certified Classic Vehicle™ Program



(https://web.archive.org/web/20120208015333/http://classicvehiclecertification.com/) Hemmings has teamed up with ClassicCars.com to offer the Road-Ready Certified Classic Vehicle™ program. The "Certified Classic Vehicle" seal will be displayed on both companies' websites and within the pages of Hemmings Motor News to identify vehicles that have been certified under the program. This is the classic car industry's first and only such certification program. To learn more about getting your car certified, visit the certification website

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Learn More >

(https://web.archive.org/web/20120208015333/http://classicvehiclecertification.com/)

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Staten Island, 1973, and New Ulm, Minnesota, 1974

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Two more scenes from the EPA's Documerica project. Above, an Arthur Tress shot of the parking lot at the ferry dock on Staten Island, dated May 1973. In the lower right of the photo, nosed in to the fence, is that a rare AMC Rebel Mariner station wagon? Next, a Bruce Bisping shot of cars parked along one of the downtown streets in New Ulm, Minnesota, dated October 1974. Lot of pickups here, but what really caught my eye is the Chevrolet station wagon cut down to a pickup toward the back. What do you see in

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Get ready to join a few hundred of your fellow collector car nuts as Hemmings sets sail for Italy, Greece, and Turkey on our next car lover's cruise aboard the MS Celebrity Equinox, voted as "one of the most beautiful cruise liners afloat!" Sailing from Rome, we will head to Santorini, Istanbul, Ephesus, Athens, Mykonos, Naples. Along the way, Hemmings editors will entertain and enlighten you with collector car seminars, and you'll be invited to join us at private cocktail parties and other "car-crazy" happenings! For more information, click here
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EXHIBIT B

Automotive

THE BOSTON GLOBE SATURDAY, MAY 8, 2004

After 50 years, Hemmings hasn't lost its drive

By Bill Griffith
GLOBE STAFF

BENNINGTON, Vt. — Hemmings Motor News, the self-proclaimed "bible of the collector car hobby since 1954," is a funky publication, headquartered in a funky converted industrial building (the old Sibley Machine Shop) in this funky city.

Each month, this book-size, catalog-style publication of 500 to 800 pages goes out to 210,000 loyal subscribers, and another 60,000 copies are sold on newsstands nationwide for \$5.99 each.

The May issue lists more than 6,500 cars and trucks for sale and another 6,500 ads for parts and services.

Not bad for an advertising flyer founded by Ernest Hemmings in Quincy, Ill. Hemmings knew he was on to something when he sold 500 copies of his four-page inaugural issue at 50 cents apiece.

The late Terry Ehrich recognized its potential when he assembled a group of investors to buy the publication and move it to Bennington in the late 1960s. For 30 years, Hemmings Motor News quietly flourished, becoming a welcome presence at all big auto events and a major source for parts, services, information, and vehicles for the hobbyist. Its content remained 99 percent advertising with a few letters and photos submitted by subscribers.

If you wanted stories, you could subscribe to the company's Special Interest Autos, a bimonthly magazine launched in 1970, which just celebrated its 201st—and final—issue.

Now, as part of American City Business Journals' media holdings, Hemmings continues to expand.

Here's what the folks in Bennington have been up to of late:

■ For the last year, the flagship Hemmings Motor News has contained 24 to 32 pages of editorial content each month, covering auctions, collectibles, technical Q & A, helpful tips in the never-ending search for parts, and "extra special" spe-

cial-interest vehicles.

■ Hemmings Muscle Machines, a slick monthly dedicated to American performance cars from the 1950s to the present, made its debut in 2003. It passed the 100,000-subscriber milestone with its eighth issue and has done well on the newsstands. This May's issue features a story on a project to race 1960 Thunderbirds on the NASCAR circuit with



GLOBE PHOTOS/NANCY PALMERI

Clockwise from top: Hemmings Motor News publisher Jim Menneco with a 1960 BMW 1/2 cc, part of the company's auto collection; the gas station in front of the company's editorial offices; copies of Hemmings' publications, and memorabilia on sale at the Hemmings Company Store.

auto enthusiast.

The Hemmings auto collection is an eclectic display of 40 vehicles, though heavy on the sedan-delivery trucks that the magazine's owners have restored and used for promotional purposes over the past 35 years. Recent editions include a Shelby Mustang and a 1960 Cadillac DeVille.

Visitors to Bennington don't have much trouble finding Hemmings's 216 Main St. location. After all, the fiberglass front end of a 1955 Chevy is mounted over the gas pumps, and an early-'40s Dodge truck nose appears to be plowing through the side of the main building. And Hemmings regularly draws 125 cars to its every-other-Tuesday Cruise Nights. This summer's schedule begins June 1.

As part of its 50th-anniversary celebration, Hemmings is giving away an all-original 1954 Pontiac Chieftain (note the 50-year-old symmetry). Today, it sits on the lot in front of the Company Store, exposed to the elements but ready for a new owner to turn the key and drive it off. The winner will be drawn Oct. 8 at the Hemmings booth during a Hershey, Pa., fall swap meet.

Why a Pontiac? It's considered neutral ground among the Ford-Chevy-Mopar brand-loyalists of the hobby. And, if you don't win, you can always wait for the next issue and find one of your own to buy.



high-quality paper."

■ The home offices. Did we say Hemmings Motor News was a funky operation? Well, compare it to the Globe. At the newspaper's plant on Dorchester's Morrissey Boulevard, delivery trucks are parked and serviced in the company's garage. It works a little differently at Hemmings. There, the company's constantly changing fleet of 25 to 30 collector cars is on display in a combination garage/museum. It is located underneath the converted industrial building that houses the 100-plus employees who work in the editorial offices.

The gas station out front does sell gas, but the repair bays have been converted to



come off the presses in August.

"We're going to focus on American cars from 1900 to the 1980s," said Lentiniello.

"Special Interest Autos was a great publication, but it had a lot of black-and-white photos and was bimonthly. This will be a full-size, full-color monthly magazine on

photos and a drive of a wonderfully preserved and street-worthy survivor.

Why the new magazine? The way the folks at Hemmings saw the collector-car hobby going, "baby boomers now want the cars that they remember from their youth, cars they dreamed about when they were kids," said Richard Lentiniello, editor in chief of the magazine. Its publisher is Jim Menneco.

To promote the magazine and interact with readers, Hemmings is sponsoring Muscle Palooza, a combination car show and vintage muscle car drag race on May 30 at Lebanon Valley Dragway, located in Route 20 in New York, just west of Pittsfield, Mass. "Just a short drive from the end of the Mass Pike," said Lentiniello.

■ A relaunch of Special Interest Autos as Hemmings Classic Car magazine is scheduled for a September issue slated to

Visit boston.com/cars. Bill Griffith can be reached at griffith@globe.com.

VINTAGE

SEQUEL

EDITED BY MARK H. SCHIRMER



KEEPER OF THE FLAME

The "reverend" Terry Ehrich preaches from the "bible of the old-car hobby," *Hemmings Motor News*.



BY KEN GROSS

PHOTOGRAPHY BY GREG JAREM

Bennington, Vermont—

On the last page of the December 1994 issue of *Hemmings Motor News*, the page number is 10,480. That is the number of pages *Hemmings* readers browsed through last year. Densely printed on tissue-thin paper, covered in a tan wrapper that resembles a recycled supermarket bag, and completely filled with ads, *Hemmings* is an anomaly in the publishing business and unmatched in the old-car field as well.

Every month, more than 265,000 loyal subscribers and newsstand buyers eagerly await a two-pound, 800-plus-page magazine full of old cars, old bikes, old parts, and services. As they say: If you can't find it in *Hemmings*, it probably doesn't exist.

Typically, last December's issue had every manner of car for sale. On page 9914, you could buy a rare 1953 Arnolt-Bristol MG coupe for \$16,500. On page

10,117, you could snap up an award-winning 1933 Duesenberg SJ Rollston victoria for \$1,475,000 or a home in Scottsdale or Paradise Valley. The Duesy shared space with a \$25,000 1926 Durant Four Star just out of fifty-year storage. On page 10,156, Robert R. Hickman of Thousand Oaks, California, was looking for a 1935 Ford roadster he sold in 1965: "Finder's fee gladly paid." On page 10,322, there was a Saoutchik-bodied 1926 Minerva allegedly built for the sultan of Johore.

Besides a mind-blurring selection of ads for the rare and the not so rare, there are earnest letters from readers, often debating topics like clean-air provisions for older cars and the dreaded "clunker" laws. Following nearly every letter is an answer from the publisher. There's also an events calendar and instructions on how to compose and place ads. That's it.

No editorial?

The monthly Hemmings Motor News has no writers, no editors, a loyal readership, and advertisers who write their own ads and send them in with their checks.

Publisher's heaven

By Jerry Flint

IF YOU WANT to buy an old car—a 1939 Packard Super Eight, say—or sell one, or need parts for one, you need to know *Hemmings Motor News*. This is the car collector's bible, a thick monthly filled with ads. In fact, other than some letters to the editor, that's what *Hemmings* is: ads, 700

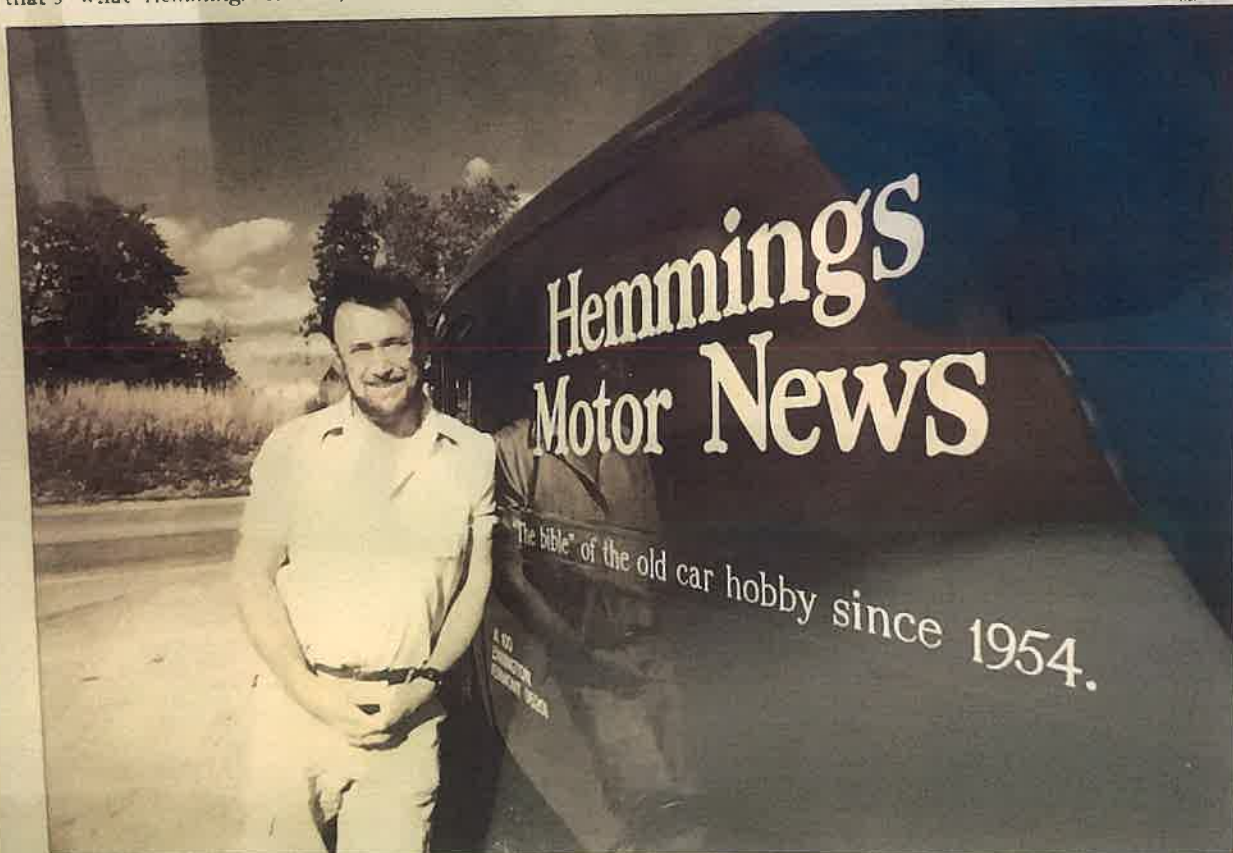
pages, 800 pages, sometimes 900 pages of advertisements a month, 10,000 revenue-producing pages of ads a year.

Hemmings is a publisher's dream. Because it is all ads, there are no prima donna writers thundering that their words are inviolate (and oh yeah, where's my raise!); no tightly strung art directors insisting that only the

most expensive photographers will do, no know-it-all editors snickering behind your back and demanding their raises, too. At *Hemmings*, the advertisers write their own ads and mail them in—with their checks. No money, no ad.

Circulation policy? The product costs \$4.95 an issue, or \$23.95 per year, for everyone. No premiums, no

Car. Cont.



Jerry Flint, publisher of Hemmings Motor News

"As a manager, I thought of myself as a mediocre jockey on a helluva horse."

gimmicks.

"I call this old-fashioned capitalism," says Terry Ehrich, chairman, president, publisher, editor-in-chief and majority stockholder of Watring, Inc., which publishes *Hemmings*. "The U.S. economy would be a whole lot healthier if more business was done this way."

Does it work? Well, circulation at last count (October) was 297,000 (nearly 20% of it newsstand sales, the rest by subscription), and advertising is climbing more than 10% a year. That goes for this year, as well, when media advertising is slumping. Ehrich says that revenues are up from \$15.5 million in fiscal 1989 (ended July 31) to \$17 million in fiscal 1990; he expects \$20 million for the coming fiscal year.

Ehrich politely declines to divulge profits of the privately held company. But considering that the major costs are paper and printing, postage, and salaries for about 80 people (they open the letters, type all those advertisements into the computer and run the checks down to the bank), it's not unreasonable to figure *Hemmings*' operating profit at approximately 20% of revenues.

What's fueling *Hemmings*' recent success is the surging interest in old cars, a trend that Ehrich, to his credit, does not try to take credit for. "As a manager," he says, "I thought of myself as a mediocre jockey on a helluva horse."

Ehrich, 49 and raised in Arlington, Vt., is a Harvard man who started his career selling ads for the *New York Review of Books*. His father-in-law's neighbor had a collection of vintage race cars and heard of *Hemmings*, which was then a simple, slim, white paper want-ad pamphlet with about 35,000 subscribers. It was run by its founder, Ernie Hemmings, in Quincy, Ill.

The neighbor and the father-in-law decided it would be a good buy. They asked young Ehrich to run it. "I was the only one they knew with any publishing experience," Ehrich says. The total price was around \$250,000. Ehrich got 20% and went off to Quincy to run it. This was in 1969.

But he wasn't too happy with the Midwest flatlands, so he moved the operation to Bennington, Vt. "Arlington was just too small," he says of his hometown. "Most of the work at *Hemmings* was for clerks and typists. I would be hiring either my high school

sweethearts or their mothers, and I couldn't face it."

Ehrich's marriage eventually dissolved. But he and his former father-in-law remained partners in *Hemmings*. Eventually Ehrich got majority control.

While Ehrich likes to downplay his contribution to *Hemmings*' growth, he does volunteer that his business strategy has been to hold down the magazine's advertising rates, so that his cost per thousand subscribers is well below that of competitors such as *Old Cars Weekly* and *Cars & Parts*. This low-



The Hemmings empire

"Stick to your primary market."

price strategy also discourages the big magazine empires from coming into his territory.

"We held down the profits to increase market share," says Ehrich. "It's like you say on Wall Street. Bears make money, bulls make money, but hogs get eaten."

Another Ehrich rule has been to stress quality, which in this case means accuracy. "We're proofreading every word in the magazine," says Charles Waters, the company's controller. "That's the reputation. Quality. Ten percent to 20% of our time is spent checking for mistakes." The reason: A single wrong digit in a phone number ruins an ad, and a typical \$12 ad, 30 words in 4 lines, may cost \$50 to correct, what with all the time spent taking the angry phone

call, hunting down the ad and then doing it over for free.

Ehrich has judiciously extended his line with just a few other publications. One, *Special Interest Autos*, focuses on performance reports on older cars and has 35,000 subscribers. It makes most of its money selling back issues. But it also serves a purpose.

"We need to have someone with real auto experience," Ehrich explains. Why? When your business is automobile publications, you should have help around who know a lot about automobiles.

There's also *Hemmings' Vintage Auto Almanac* (\$9.95 a copy), a list of junkyards, dealers, car clubs and restoration shops. There was *Small Boat Journal*, which was sold last year. "But we learned," says Ehrich. "Stick to your primary market."

One new project this year is a calendar that will feature pictures of old cars rotting in the woods. (For *Hemmings* readers, finding a vintage car rotting in the woods is the male fantasy equivalent of finding Michelle Pfeiffer in the bathtub.)

Being a Vermonter, Ehrich takes a fairly laid-back, benevolent, paternalistic approach to running the business. For employees, for example, he pays up to \$3,000 a year for day care, gives paid leave of six weeks (daddies, too) for births, pays half the cost of the \$8-a-session masseuse who comes in weekly, and buys topflight medical insurance for the staff. "Let me appear to be benevolent," he says. "We have the lowest turnover around."

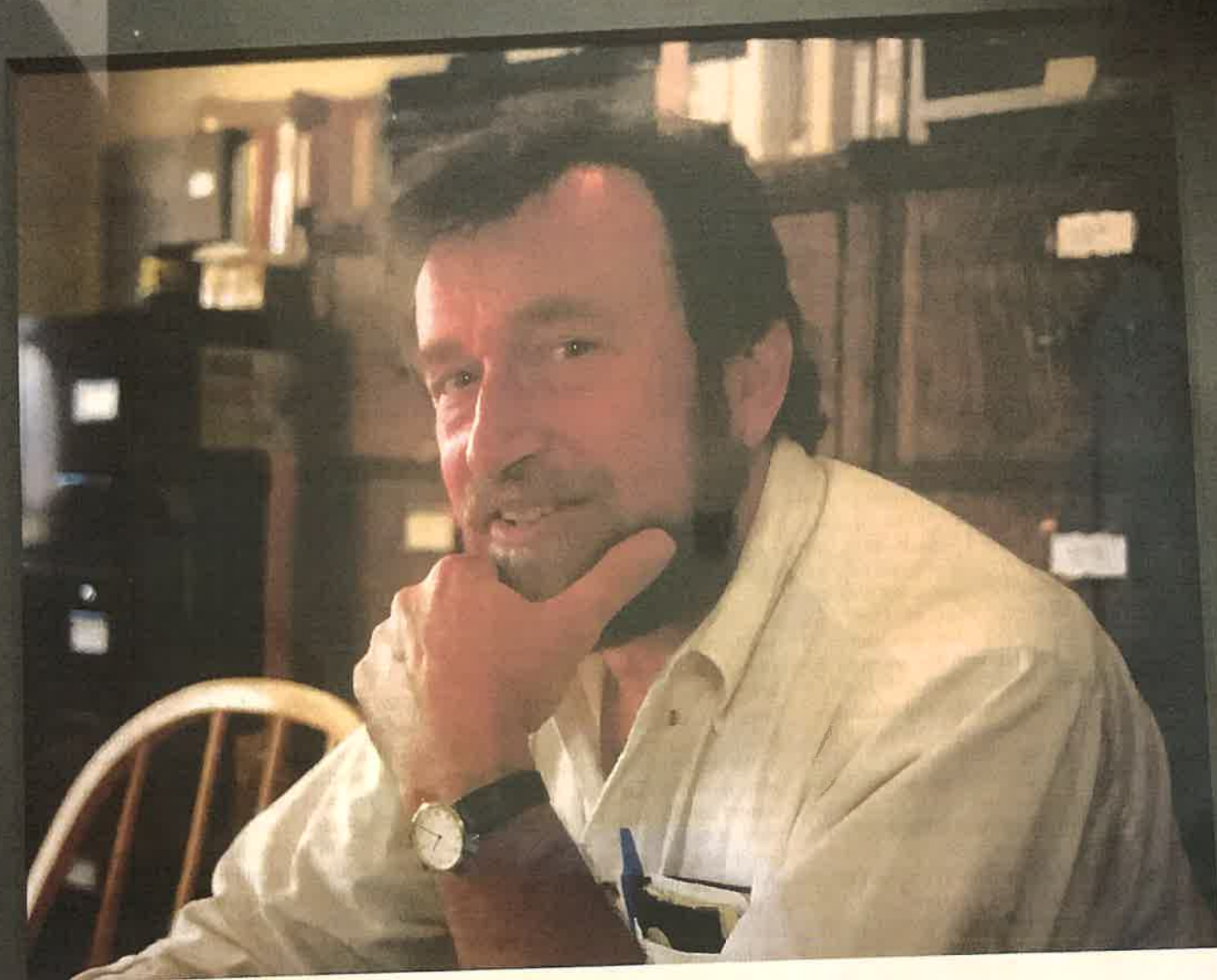
Hemmings' outlook seems strong, even in a recession.

"The backbone of the hobby is the fellow who hits 40 and begins to dream of the car he had in high school," he says.

What about selling out? A few years ago magazines were bringing 15 times earnings. "Those days are gone," Ehrich says. But the problem is academic. "What would I do?" asks Ehrich, half seriously. "I have no qualifications for other jobs."

Ehrich says *Hemmings* has become more difficult to put out as it has grown. All those pages, all those ads, all those checks. So he has hired a consultant, and has a firm grasp of the buzzwords: team management, quality service, continuous improvement.

Can Ehrich keep his little money machine on track? "I do have an advantage," he replies. "No M.B.A." ■



"Nope. We don't need it," says Hemmings publisher/editor-in-chief and part owner Terry Ehrich. "People read Hemmings to find stuff. They can read editorial somewhere else. We've got Special Interest Autos magazine for that purpose."

Rival publishers, who consider editorial matter a means to an end anyway, must look on in envy. Taking its business cues from the rock-ribbed Vermont countryside, Hemmings maintains no billing system. Never has. All ads are paid up front. No special favors. It was check or money order for years; now they take Visa and MasterCard. Deadlines are rigid. No exceptions.

The result is a tightly run ship that's as dependable as FedEx. It's been that way since 1954, when an antique auto parts dealer named Ernie Hemmings decided to distribute a typed list of old cars and parts for sale. Issue number one was four pages, circulation 200. The lit-

tle magazine was a sideline for Hemmings for about ten years.

Today, Hemmings Motor News also publishes the Vintage Auto Almanac and sells and distributes books, old-car calendars, and memorabilia. Hemmings maintains a large fleet of restored cars and trucks to represent it at car shows nationwide as well as a restored old-time filling station/store in downtown Bennington.

Trusted, respected, and loved by enthusiasts from every facet of the collector-car hobby, Hemmings enters its forty-second year bigger than ever and crusading to protect its readers' treasured old cars against ill-conceived legislation. Presiding over what's popularly called "the bible of the hobby," the bearded, laconic, insightful, and folksy Ehrich has taken Hemmings from its humble beginnings to a multimillion-dollar enterprise that's unmatched in its claim as "the world's largest collector-

car marketplace." We spoke to Ehrich in the lovingly remodeled Bennington schoolhouse that houses Hemmings and its 100 employees.

How did you become involved with Hemmings?

George H. Waterman, Jr., and Bayard Ewing were neighbors in East Greenwich, Rhode Island. Bayard was an attorney. George was a retired textile machinery broker who'd started collecting fairly exotic antique automobiles, before there was an antique automobile hobby. George began by acquiring some early 1900s racing cars. Then he lent that collection during the Sixties to the Museum of Automobiles in Morrilton, Arkansas, which had been founded by Winthrop Rockefeller.

The museum's curator liked to make connections. He was roaming around the country and went to visit Ernie Hemmings in Quincy, Illinois, in the mid-

KEEPER OF THE FLAME

Sixties. Ernie was a somewhat shy person, a wonderful man, who didn't relish the idea of running a large business. Circulation was about 30,000, the magazine was more than ten years old at that point, and Hemmings was vaguely thinking about selling out. He proposed it to Waterman and Ewing. They had a history of taking some flyers together, just for fun, nothing super serious.

They thought it would be a neat idea to buy *Hemmings*. But they needed someone to run it. At that time, I was married to Bayard's daughter, and I had a history that seemed to them to suit the opportunity.

I had spent my teenage years as a car nut, bought a Model A Ford for thirty-five bucks when I was thirteen, and worked as a sort of boy mechanic, gas pumper, and oil changer at the Shell station in Arlington, Vermont. I had gone to Harvard, and after graduation, I worked as the advertising manager for the *New York Review of Books*. I had car experience. I had publishing experience. To George and Bayard, the two things seemed to augur well.

They first proposed the idea in 1966. At the time, it meant moving from New York City to Quincy, Illinois. And I said no.

I said no because I was a Danny Quayle-style draft dodger. I was in a reserve unit with the U.S. Army Security Agency on Staten Island. If I had moved out to Quincy, I would have been transferred right into an armored unit. I also had no money. I was just scraping by, but I was enjoying New York City. Two years later, the opportunity came up again. By 1968, everything had changed. I was out of the army reserve, I was now a dad, and I had boosted *New York Review of Books* sales to the point where I had some money in the bank. I could come in as a partner, not just a hired hand.

Late in 1968, my wife, Gill, my daughter, Gillian, and I drove out to Quincy, Illinois. On January 2, 1969, we took over.

What was the company like back in those days?

Ernie had a couple of wonderful sisters-in-law named May and Fay. They had day jobs—they weren't full-time employees. Ernie had no full-time employees. So each month, the sisters-in-law took all the addresses, which were done on these thirty-three-up sheets of Denni-



son labels, tore 'em apart on the perforations, then sorted them by hand, by zip code. They were banged out on a typewriter by Donna Colvin. "Donna Labels," we called her.

We had loose-leaf ring binders for each month of the year. Whatever the current month was, we had a page for each state. And as names came in, you'd take out the sheets for that state and add the names and addresses. Then at the end of the month, Donna would take the ring binder, six sheets of Dennison labels, and five sheets of carbon paper, put 'em into an IBM Selectric typewriter that had been set to hit really hard, and bang 'em out. She'd create six months' worth of address labels.

Six months later, we would run out, so she'd go back to that ring binder and do another six labels, but this time, she'd put the typewriter ribbon on red, and that last, top copy was the last set we used. The red label meant it was your last issue. It was a simple system. We were getting 70 to 80 percent renewals. May and Fay would sort them out, put rubber bands around them, then put 'em in a glass jar. Big states like Illinois, California, and New York had big Skippy peanut butter jars. Little tiny states like Nebraska and Vermont had little jelly jars.

Each month, after the issue was printed, I'd rent a U-Haul truck and go to the printer. We'd load the truck and come back to the office, which was a converted grocery store. We'd unload the magazines and then take saucers with wet kitchen sponges, put the labels on, put

'em in post office bags, and take 'em up to the post office. It took a couple of days. We had two retired folks, the Penroses, Bob and Alberta—her nickname was Peaches—who also helped.

After a year and a half, we converted to an Elliot stencil addressing system so that we could move the business to Vermont. I had a couple of young women from Quincy College working evenings and weekends. In May of 1970, when they graduated, we loaded everything into U-Haul trucks and trundled east.

We never missed an issue. Those two women, named Louise Dignan and Linda "Fudge" Farruggia, and their menfolk came back with us to Bennington. And the rest, as they say, is history.

When did Hemmings really explode?

It never really exploded. It was pretty steady growth right along. Certainly the late Seventies and early Eighties were the high-growth periods. It's leveled now. The recession of the late Eighties and early Nineties pretty well flattened circulation growth. Advertising growth has slowed, but we're beginning to see a little renewed vitality.

We added *Special Interest Autos* magazine in 1970. Mike Lamm came to me. He wanted to publish a book about special-interest cars, and I said I don't know anything about books, but it seems to me there's the makings of a magazine. And he said, okay, he'd try that. And our other publication, the *Vintage Auto Almanac*, stemmed from a conversation you and I had at Hershey back in 1975. There's still nothing quite like it. We're working on the eleventh edition now.

How is the old-car hobby changing?

It's broadening. When we took over *Hemmings*, it was divided into two parts: Ford and non-Ford. And that was sort of the way the hobby went. There was the Model A Restorers Club, and everything else was represented by the Antique Automobile Club of America. It was mostly cars, very few trucks, and very few motorcycles.

Today, trucks are a big thing. Hot rods are in, along with racing cars, muscle cars, and Corvettes. There's a Slant 6 Club of America. People are buying King Midgets. Stuff like that, cars that were considered simply oddities before, are now recognized in the mainstream of the hobby, primarily because the stream has widened.

KEEPER OF THE FLAME

Have some of the old-car categories contracted?

Only on a relative scale. The Model A Ford used to be the absolute backbone of the hobby. Today, there are still just as many Model A Fords out there, but there are an awful lot more of the other cars. As the older hobbyists retire from the hobby or die, younger hobbyists come in, and they tend to be interested in the cars that were on their minds when they hit puberty. And those cars tend to be somewhat newer.

So in theory, this whole thing will march into the next millennium with new people coming in and wanting, say, Mazda Miatas.

That's why I bought my Miata. I bought an early one, special order without A/C, and my spouse equivalent drives it, my daughters drive it when they come to visit. I hardly ever use it. But I bought that car to keep.

Is there any threat to the old-car hobby today?

If there is a threat to the hobby, it is the concept that old cars are dirty. I don't happen to believe that's true. If that myth were widely accepted, then maybe people wouldn't be smiling and waving when you drive by in your old woody wagon. Right?

What's happened is that oil refineries and stationary power plants, what they call stationary source polluters, have made what I consider a totally screwball deal with the EPA, and these pollution credits. If you can find an old car and crush it, then you are assumed to have removed X number of tons of pollutants from the air because you have taken that car out of future pollution. Instead of saying, "Oh, good, that's a gain for clean air," what they're saying is, having removed those theoretical pollutants, you [the power companies] are now entitled to put real pollutants into the air out of your smokestacks.

What do you think about your competition? There's *Cars & Parts* and *Old Cars Weekly*, but no one has really made a big inroad.

I think it's healthy to have competition. Many of the improvements we've made have been the result of competitive pressure. We continue to lead the pack because we are dedicated to usefulness, rather than entertainment.

Hemmings is a product created by its

I don't want us to be on the cutting edge of technological improvements, because that's where blood is shed."

own customers. The subscribers tend to be the advertisers, and the advertisers build the magazine each month. It's a really good example of the free market at work. We've had some folks write now and then and say, You shouldn't accept hot-rod ads, or, You shouldn't accept tractor ads. Tractors are not cars, they say.

They probably hate the jukebox ads, too, then.

That's in our Not Auto-Related section. That's one of my favorites—there are boats back there, goofy stuff, real estate. The tractor section takes up less than a page. Why it upsets anyone is beyond me.

I read the sections I'm interested in and don't bother much with the others. Is that what most people do?

Yes, it is. That's another question that's constantly on our minds—and on some readers' minds. People write, "All I care about is Fords, why don't you do *Hemmings Ford News* and *Hemmings Chevy News*?" Then they wouldn't have to buy the whole thing. But the problem is that there are so many subscribers who have so many different combinations of interests.

Eventually, we could do it electronically. The day will come when your computer will be able to call our computer and say, "Show me all the ads that have to do with Fords."

Did you ever have a business plan?

Not really. I have two analogies that I use. One, we were surfing and we caught a good wave—now, if it just doesn't hit the beach. And the other is, every now and then people ask me to talk about business management. They

say you must be one helluva business manager, and I say, *au contraire*, I'm a mediocre jockey on a helluva horse.

Wait a minute, you've computerized the ads and circulation. "Fudge" and "Peaches" aren't still licking labels. That improvement is ongoing, but I try not to be a pioneer. I don't want us to be on the cutting edge of technological improvements, because that's where blood is shed.

Whenever I hear the phrase, "cutting edge," I'm reminded of that Tom Lehrer song, "Bright College Days." One of the lines in that song is, "as we go sliding down the razor blade of life." Cutting edge is *not* where I want to be.

Obviously, the company isn't for sale today. Do you remember, back in the early Eighties, when David E. Davis, Jr., tried to buy *Hemmings* for Ziff-Davis? You had lunch together in Bennington to discuss it. Yes, I remember.

David E. recalls, "I told him we were interested in buying *Hemmings*, and Terry said it wasn't for sale. I tried to be persuasive, but I wasn't getting anywhere. So finally I said, Isn't there *anything* you'd really like? This sale could be a reasonable amount of money. You could have anything you wanted."

I'm not sure what I said.

David E. says you replied: "Jeez, that's not fair. Wow, I always wanted to be a blacksmith."

[Laughs.] That sounds familiar. Certainly my desire to be a blacksmith. Sure, that would be wonderful. Blacksmithing is fascinating technically, and it ought to be great if you don't have to support yourself. I'd think of it as physically exciting but mentally peaceful.

So you wouldn't be a high-tech blacksmith, with a modern blower. Or would you?

I wouldn't mind having a modern blower. Since I had a heart attack, I've become a lot more interested in staying physically fit. So there are a lot of things I do by hand now, like mowing my lawn. I use a push mower. Takes me two and a half hours, and my heart gets going real fast, my mind goes slower, and it's much quieter. Everybody should try it.

Single Copy Price—15c

Hemmings MOTOR NEWS

Established January 1954

APRIL, 1962

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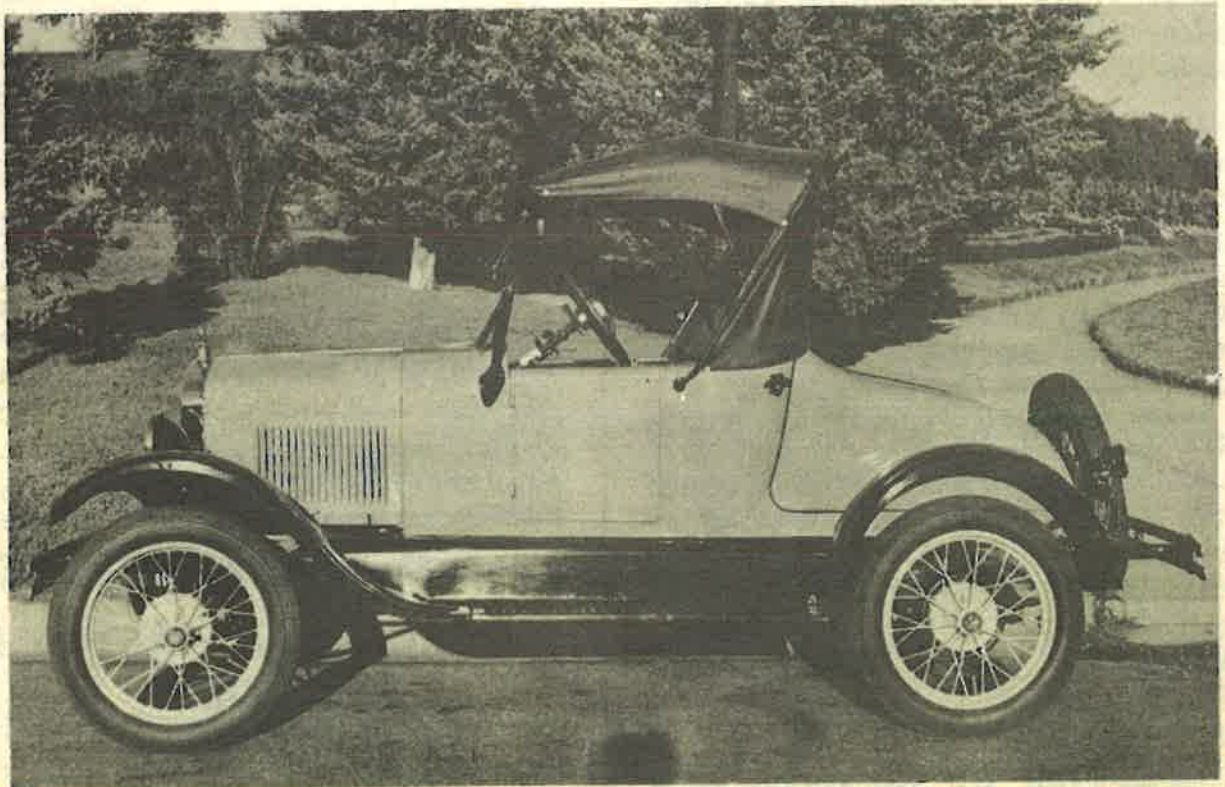
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Based in: Bennington, Vermont
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Total circulation (December 2012): 211,510
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Hemmings Motor News

Magazine

Hemmings Motor News is a monthly magazine catering to traders and collectors of antique, classic, and exotic sports cars. It is the largest and oldest publication of its type in the United States, with sales of 215,000 copies per month, and is best known for its large classified advertising sections. [Wikipedia](#)

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Muscle Cars for Sale - Hemmings Motor News

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Hemmings Motor News

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Founded: 1954

Headquarters: Bennington, VT

Founder: Ernest Hemming

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