



WESTERN ARCHIVES

FINDING AID FOR

London Motors and Stansell Family fonds

AFC 466

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AFC 466

London Motors and Stansell Family fonds.

1907-1961, 2005.

11.5 cm of textual records , 70 photographs : b&w, col., and sepia toned, 12 drawings, 1 volume

Biographical Sketch/Administrative History

London Motors Limited: William Riley Stansell was born March 26, 1881 in Courtland, Ontario to Ephream and Eunice Belore Stansell. He began his career as a baker's apprentice working in St. Thomas, Portsmouth, and Windsor. He started his own business selling baking equipment in Dundee, Michigan in 1902. Stansell married Bertha Buchner, daughter of A.O. Buchner, on October 12, 1903. They had six children together.

Stansell changed careers and began work in the machinery business with positions at the Read Machinery Company and the Lynn Superior Machinery Company. He founded the Motor Car Sales Company in Detroit, Michigan in 1915 selling and distributing Lexington, McFarlane, and Premier Motor cars. After working at Packard in Detroit, he joined Deby Motor Truck Company as their City Sales Manager. In 1919, Stansell was transferred to the Deby Motor Truck Company's factory in Chatham, Ontario as their Factory Sales Manger.

In 1921, Stansell raised \$750 000 to start London Motors Limited and set up shop in London as the President and General Manager. The company acquired space on Hale Street, near the family's home at 367 Hale Street, and a second site at 67-69 King Street, the original site of the White Portable Steam Engine Company. Production began on pilot models in autumn 1921. The London Six was displayed at the London Motor Show in February 1922 and the CNE in August 1922.

Stansell was known for his abilities in marketing and in April 1922 Governor General Lord Byng and his party were transported to and from the ground breaking ceremony for the new Western University campus in London Sixes.

London Motors built 98 London Sixes over the course of their operations. The cars were priced at \$ 2700 to \$3700. The price tag depended on the specific model, touring, roadster, or sedan. The London Six included a Herschell-Spillman engine underneath a rounded aluminum body. A variety of finishes were available, including polished, painted, or covered in cloth.

In 1924, Stansell needed to raise more capital for the business, and when he was unable to do so, the Board of Directors took control of the company. London Motors was unable to change their finances and the company dissolved in early 1925.

After the company dissolved, Stansell sold real estate in London before leaving for Detroit around 1928, where he worked as a car salesman. He retired to Courtland, Ontario in the 1950s and died on July 22, 1961.

Scope and Content

Fonds consists of records created and collected by London Motors Limited and the Stansell Family. Family records include a bible, a family history, correspondence, and photographs. Business records include a sales book, a sales pamphlet, photographs, and drawings. Also included is a scrapbook created and curated by Miriam Stansell Kelly, daughter of William Riley Stansell. The scrapbook contains personal records of Miriam Stansell Kelly and business records of London Motors Limited.

Custodial History

The records remained with the Stansell family and were donated on behalf of Miriam Stansell Kelly and her daughter Barbara Kelly.

Series Descriptions

AFC 466-S1 Family Records.

1907-1961.

1.5 cm of textual records , 39 photographs : b&w and col. , 1 volume

Scope and Content

Series consists of records created or acquired by the Stansell family, such as a bible, correspondence, a family history, and family photographs.

AFC 466-S1-F1 Holy Bible. -- 1907. -- Box Number AFC 466-1/1

AFC 466-S1-F2 Correspondence to Mr. and Mrs. W.D. Kelley. -- 1961. -- Box Number AFC 466-1/2

AFC 466-S1-F3 Historical Sketch of the Buchner Family in America. -- 1960. -- Box Number AFC 466-1/3

AFC 466-S1-F4 Family Photographs . -- n.d.. -- Box Number AFC 466-1/4

AFC 466-S2 Business Records .

[1921-1924], 1960-2005.

6.5 cm of textual records , 20 photographs : b&w, col., and sepia toned , 12 drawings

Scope and Content

Series consists of the business records of the London Motor Company, including a sales book, a sales pamphlet, photographs of William Riley Stansell, clippings about the company, and drawings of the London Six.

AFC 466-S2-F1 [Sales book]. -- [1921-1924]. -- Box Number AFC 466-1/5

AFC 466-S2-F2 Photographs of William Riley Stansell. -- n.d.. -- Box Number AFC 466-1/6

AFC 466-S2-F3 Clippings . -- 1961-2005. -- Box Number AFC 466-1/7

AFC 466-S2-F4 Drawings of the London Six on Linen and Blueprint . -- 1921. -- Box Number AFC 466-1/8

AFC 466-S2-F5 Information on the London Six [copies]. -- [1921-1924]. -- Box Number AFC 466-1/9

AFC 466-S2-F6 London Motor Company Shares. -- Box Number AFC 466-1/10

AFC 466-S2-F7 Clippings . -- 1960. -- Box Number AFC 466-1/11

AFC 466-S2-F8 Junior Eight Sales Pamphlet . -- [1921-1924]. -- Box Number AFC 466-1/12

AFC 466-S3 Scrapbook.

1916-1924.

3.5 cm of textual records, 11 photographs : b&w

Scope and Content

Series consists of the contents of a scrapbook created and curated by Miriam Stansell Kelly, daughter of William Riley Stansell. The scrapbook contains the personal records of Miriam Stansell Kelly, such as correspondence, membership cards, and clippings, and the business records of the London Motors Limited, such as photographs, correspondence, financial records, brochures, employee affirmations, and song lyrics about the London Six, among others.

AFC 466-S3-F1 [Photographs of the London Six]. -- [1921-1924]. -- Box Number AFC 466-2/1

AFC 466-S3-F2 [Photographs of the Body and Paint Departments and the Finishing Room]. -- [1921-1924]. -- Box Number AFC 466-2/2

AFC 466-S3-F3 [Photographs of Assembly of Cars]. -- [1921-1924]. -- Box Number AFC 466-2/3

AFC 466-S3-F4 Letter from N.F. Schram. -- 1922. -- Box Number AFC 466-2/4

AFC 466-S3-F5 Letter from John A. Nash . -- 1922. -- Box Number AFC 466-2/5

AFC 466-S3-F6 Members of Governor General Lord Byng Party Leaving a London Six. -- [1922]. -- Box Number AFC 466-2/6

AFC 466-S3-F7 Balance Sheet . -- 1922. -- Box Number AFC 466-2/7

AFC 466-S3-F8 Financial Report . -- 1923. -- Box Number AFC 466-2/8

AFC 466-S3-F9 London Six Advertisement . -- [1921-1924]. -- Box Number AFC 466-2/9

AFC 466-S3-F10 Stock Subscription Agreement. -- [1921-1924]

AFC 466-S3-F11 Clippings . -- [1921-1924]. -- Box Number AFC 466-2/11

AFC 466-S3-F12 Certificate of Special Allotment [Shares]. -- [1921-1924]. -- Box Number AFC 466-2/12

AFC 466-S3-F13 Clippings . -- 1923. -- Box Number AFC 466-2/13

AFC 466-S3-F14 Dealer's Contract. -- [1921-1924]. -- Box Number AFC 466-2/14

AFC 466-S3-F15 [Promotional Letter]. -- [1921-1924]. -- Box Number AFC 466-2/15

AFC 466-S3-F16 Letter to Shareholders. -- 1923. -- Box Number AFC 466-2/16

AFC 466-S3-F17 Letter to Stockholders. -- 1923. -- Box Number AFC 466-2/17

AFC 466-S3-F18 Letter to Shareholders. -- 1923. -- Box Number AFC 466-2/18

AFC 466-S3-F19 London Six Information Brochure . -- [1921-1924]. -- Box Number AFC 466-2/19

AFC 466-S3-F20 London Six Information Brochure and Stockholders Agreement. -- [1921-1924]. -- Box Number AFC 466-2/20

AFC 466-S3-F21 [Lyrics to song about the London Six].
1921

AFC 466-S3-F22 [Lyrics to song about the London Six]. -- [1921]. -- Box Number AFC 466-2/22

AFC 466-S3-F23 [Proverb for Employees]. -- 1920s. -- Box Number AFC 466-2/23

AFC 466-S3-F24 A Strong Mans Creed [Employee Affirmations]. -- [1921-1924]. -- Box Number AFC 466-2/24

AFC 466-S3-F25 At the Top [Employee Affirmations]. -- [1921-1924]. -- Box Number AFC 466-2/25

AFC 466-S3-F26 The Ten Commandments of London Motors Limited. -- [1921-1924]. -- Box Number AFC 466-2/26

AFC 466-S3-F27 [Lyrics to song about the London Six]. -- [1921-1924]. -- Box Number AFC 466-2/27

AFC 466-S3-F28 [Lyrics to song about the London Six]. -- [1921-1924]. -- Box Number AFC 466-2/28

AFC 466-S3-F29 You Can if You Think You Can [Employee Affirmations]. -- [1921-1924]. -- Box Number AFC 466-2/29

AFC 466-S3-F30 London Motors' Hockey Colours [Ribbon]. -- 1922. -- Box Number AFC 466-2/30

AFC 466-S3-F31 Clippings . -- n.d.. -- Box Number AFC 466-2/31

AFC 466-S3-F32 Clipping. -- 1924. -- Box Number AFC 466-2/32

AFC 466-S3-F33 Letter to Miriam Stansell and Obligations of the Knights of Columbus . -- n.d.. - - Box Number AFC 466-2/33

AFC 466-S3-F34 Card of Honor and Wesley Church Membership Card . -- 1916-1920. -- Box Number AFC 466-2/34

AFC 466-S3-F35 Letter to Miriam Stansell from W.G. Nixon . -- 1919. -- Box Number AFC 466-2/35

AFC 466-S3-F36 Correspondence to and from Miriam Stansell . -- n.d.. -- Box Number AFC 466-2/36

AFC 466-S3-F37 Clipping. -- n.d.. -- Box Number AFC 466-2/37

AFC 466-S3-F38 Christmas Card from Mr. and Mrs. W.R. Stansell . -- 1921. -- Box Number AFC 466-2/38

AFC 466-S3-F39 Postcards to Miriam Stansell. -- 1924. -- Box Number AFC 466-2/39