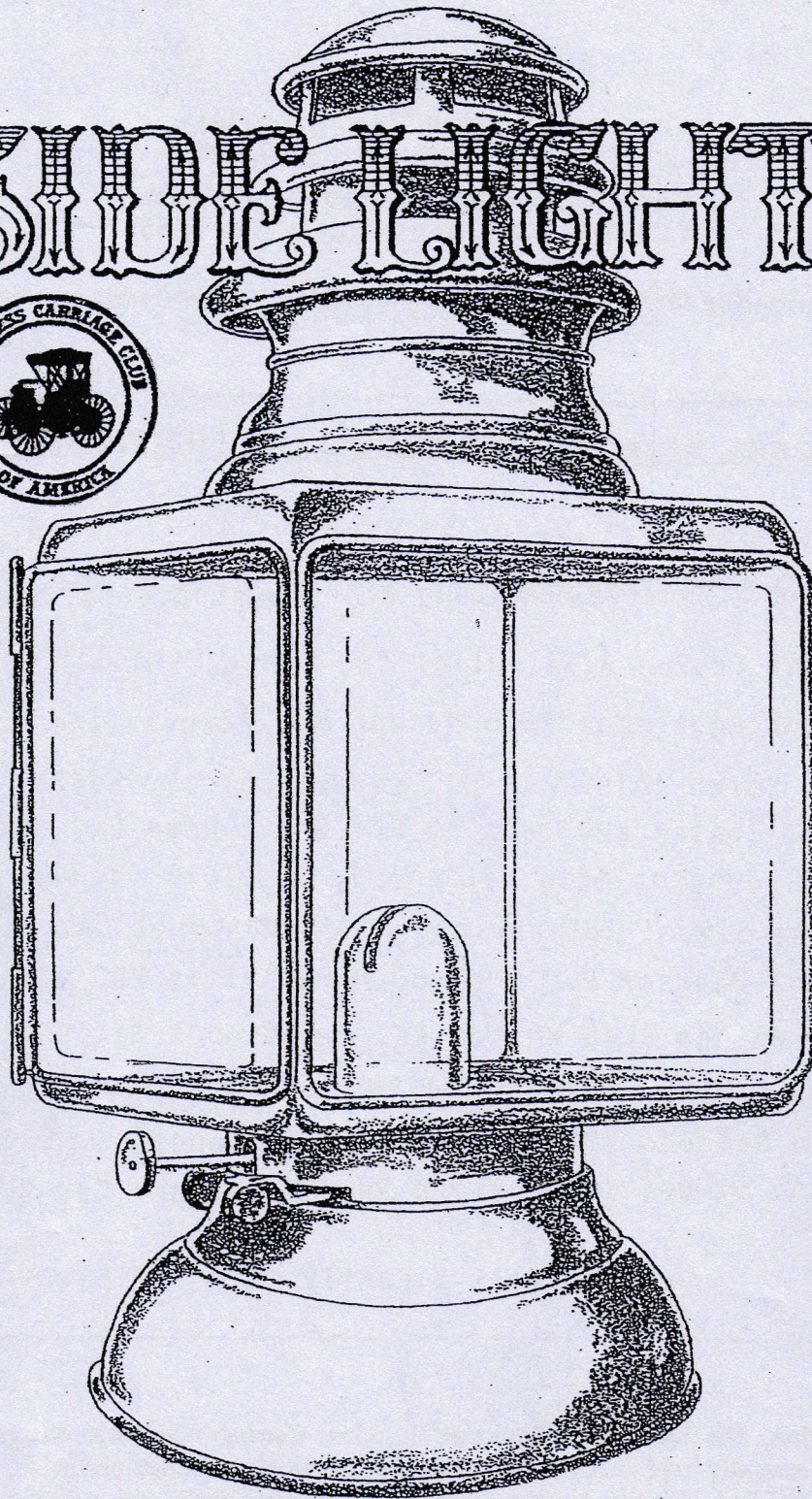
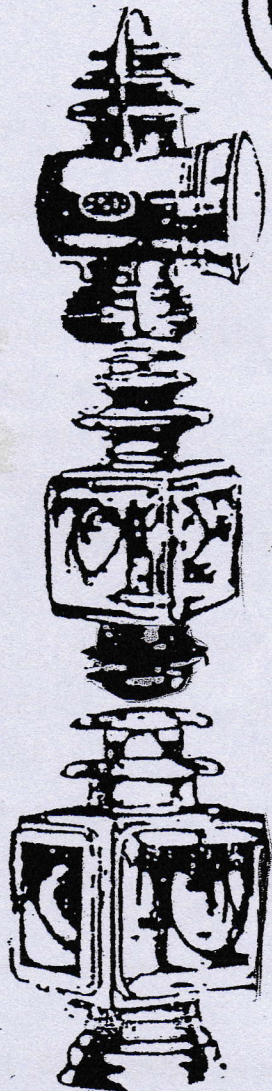


SIDE LIGHTS



SANTA ROSA

REGIONAL GROUP

Horseless Carriage Club of America

August 2017

**The Santa Rosa Regional Group
Of the
Horseless Carriage Club Of America
P. O. Box 3993, Santa Rosa, CA 95402**

Dedicated to stimulating interest in antique automobiles and promoting interclub good will

OFFICERS, DIRECTORS & NON-BOARD POSITIONS FOR 2017

President	John Pearson P.O.Box 58 Forestville Ca. 95436	887-1866
Vice President	Wayne Simoni 789 Furlong Rd. Sebastopol Ca. 95472	823-1637
Secretary	Cinda Craven 2244 Juliet Dr. Santa Rosa Ca, 95409	526-4943
Treasurer	Linda Eggleston 7505 Malone Rd. Forestville Ca.95436	887-2412
	Guy Smith 4015 Frei Rd. Sebastopol Ca. 95472	829-1370
Directors At Large	Bill Scales 2244 Juliet Dr. Santa Rosa Ca. 95409	526-4943
	Don Johnson 1818 Malden Ln. Petaluma Ca.94954	782-0229
Tour Chair	Wayne Simoni 789 Furlong Rd. Sebastopol Ca. 95472	823-1637
Sunshine Lady	Linda Pearson P.O. Box 58 Forestville Ca. 95436	887-1866
Newsletter Editor	Jay Whited 8045 Whited Rd. Sebastopol Ca. 95472	823-3816
Membership Chair	Donna Jones 4936 Hessel Rd. Sebastopol Ca. 95472	823-2310
Historian	Stan Ramondo 7020 Baker Ln. Sebastopol Ca. 95472	823-3594
Webmaster	Wayne Simoni 789 Furlong Rd. Sebastopol Ca. 95472	823-1637
Honorary Members	Kathy Small & Family	Al Traversi

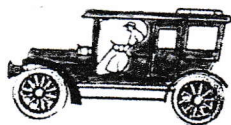
A non-profit organization, The Santa Rosa Regional Horseless Carriage Club was chartered on September 23, 1955. Monthly meetings are currently held at members' homes or at a local restaurant on the 3rd Thursday of each month at 7 p.m. unless otherwise notified. Members are notified of the meeting dates and events by the **SIDE LIGHTS**, the Club's monthly newsletter. Guests are welcome at all meetings.

THE SIDE LIGHTS was first published in July 1959 to inform members of meetings and current events. It is mutually exchanged with other **HCCA Regional Groups** and is circulated to **paid members, National HCCA Directors, HCCA Gazette Editor** and **paid advertisers**. Opinions expressed by **THE SIDE LIGHTS** contributors are not necessarily those of **The Club**. Materials to appear in **THE SIDE LIGHTS** must reach the **Editor** by the third of each month as much as possible in order to be publicized in a timely manner.

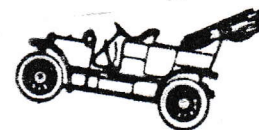
- NOTES:** (1) **National HCCA membership is a mandatory pre-requisite to any Regional HCCA Group membership. However it is not necessary to own a pre-16 vehicle.**
 (2) **Other HCCA clubs may reprint any material contained herein for their use.**

2017 SANTA ROSA H.C.C.A ACTIVITY CALENDAR:

AUG 17	MEETING AT ROUND TABLE	
AUGUST 20	EGGLESTON TOUR	MORE TO COME
SEPT. 4	LABOR DAY	
SEPT 11-14	TWAIN HART TOUR. SEE FLYER IN SIDE LIGHTS	BY BAY AREA REGION
SEPT 21	MEETING AT ROUND TABLE	
SEPT. 24	SMITH TOUR	MORE TO COME
OCT 4-7	HERSHEY SWAP MEET	
OCT 19	MEETING AT ROUND TABLE	
OCT 22	POSSIBLE SKUNK TRAIN RIDE	OVERNIGHT ON COAST
NOV. 16	MEETING AT ROUND TABLE	
DEC.	NO MEETING	
JAN	INSTALLATION DINNER	TIME:
NOTES:	PLEASE ADD CORRECTIONS & OTHER CAR ACTIVITIES & DATES AND GIVE TO PEARSON	PLEASE SIGN UP FOR OPEN DATES DATE: 5/30/17



The
Bay Area Horseless Carriage Club
 Presents: for pre-1916 cars



2017 Bay Area Tour

Twain Harte, CA
 September 11-14, 2017
 (Monday - Thursday)

Make reservations at:

Wildwood Inn
 22960 Meadow Drive
 Twain Harte, CA 95383
 (209) 586-2900

Charles Ebers
 19189 Highlander Drive
 Twain Harte, CA 95383

(209) 677-3057

inkeeper@wildwoodinn.com



Send \$50.00 deposit (checks payable to BAHCC) to:

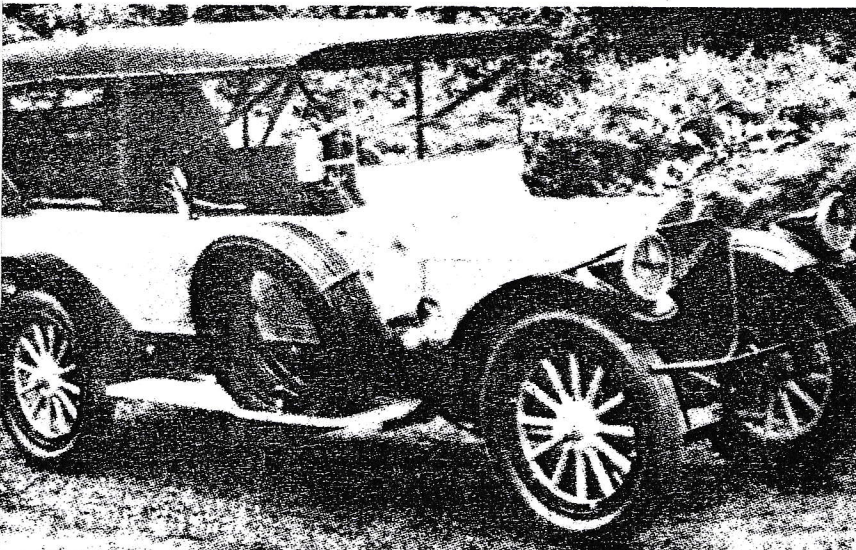
Rescued 1914 Pierce Arrow becomes award winning classic

Submitted By

WALLY SMART



This is what Harold Beretson's 1914 Pierce Arrow touring car looked like when he found it at the UXU Ranch, Wapiti, Wy., September, 1962.



The rejuvenated Pierce Arrow as it appears today. The car won H. Beretson a car collectors' award.

A now retired Red Cross executive from Oregon returned to Cody Country's UXU ranch recently, the site where he made one of his most memorable rescues.

Seventeen years ago, Harold Beretson rescued from the banks of the Shoshone River not a man, but a 1914 Pierce Arrow car, only one of three now in existence today, according to Bill Paschke of the UXU.

And rescue he did. Beretson's renovation on the vehicle was labeled by Coast Car Collector magazine as being one transformed from "hunk to prize winner."

The Beretson family was enroute from home in Lake Oswego, Ore., to Minnesota in the fall of 1962 when they happened to spend a night at the UXU guest ranch, then under the management of a man named Bahler.

During his ranch visit, Beretson, an avid car enthusiast, noticed Model "T" parts used as a counterbalance for a ranch gate. That led to a dinner conversation in which Beretson told how he and his son had restored a 1919 Model "T". That led Bahler to ask if he was interested in a Pierce Arrow.

Bahler explained that the car had been abandoned years before on adjoining land when a vehicle bridge over the Shoshone River had washed out and not been replaced.

The two men later crossed the river on an uncertain suspension footage, hiked some distance through a dense strand of pines, and found the Pierce, lying pretty much in total ruin.

Beretson noticed that the antique had been plucked for parts. The back half of the body had been removed and a flatbed installed. Parts were scattered around the landscape; many were missing.

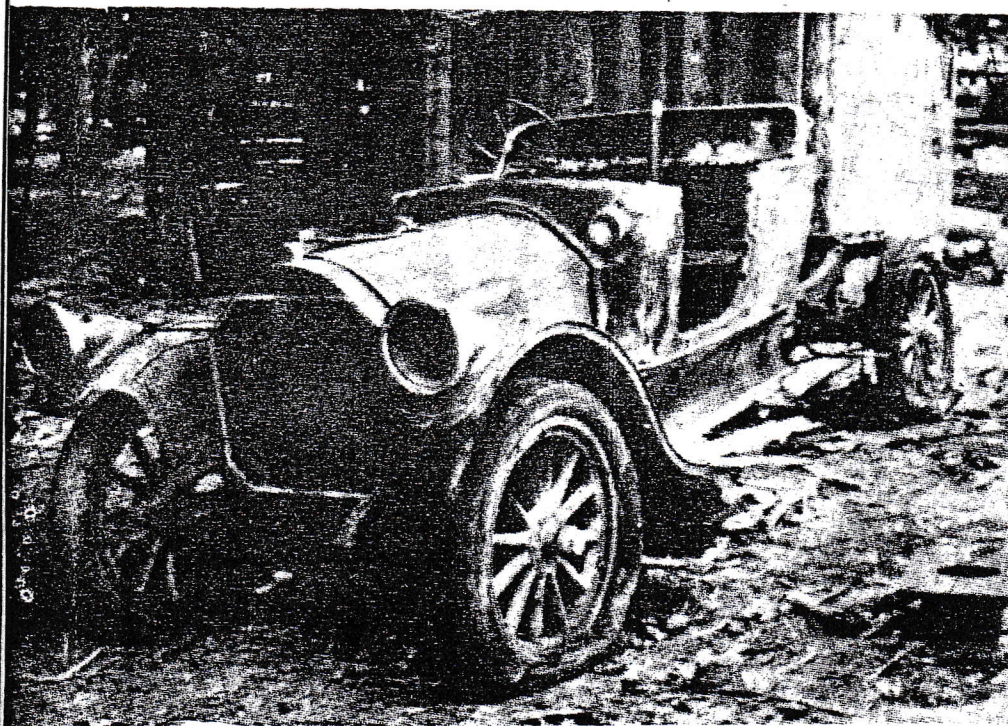
Ranch hands had cut the drive shaft and had rigged a pulley for use with a woodsaw to use the machine as a power source. Evidently an oil line had plugged and the bearing had given away for a piston had shot to the top of the engine.

THE RUNNING BOARD



Friend and Harold Berentson skid the Pierce relic across the frozen

Shoshone River in February, 1963.



Harold Berentson's 1914 Pierce Arrow rests in the woods just before being lowered down a canyon

wall above the frozen Shoshone River.

Berentson was not impressed with the condition of the car and left it in the wilds. His 19-year-old son, however, continued to be intrigued and for several weeks wrote his father from college, suggesting they buy the relic. Harold finally gave in.

Berentson had first noted the traditional flat fenders, suggesting a model between 1914-16. Later research revealed its vintage to be 1914.

This particular Pierce was brought to Wyoming by Bronson Rumsey, a native of Buffalo, NY, where the Pierce was built.

I wasn't aware of the rarity when I offered \$250 to the owner of the car, a dentist living in Toledo, Ohio, but I doubt it would have mattered. I hadn't any idea how the devil I was going to get the thing across the river. When the dentist accepted my offer, I was stunned.

"Brahler, at the ranch, came to my aid," Berentson continued. "He suggested there might just possibly be a time during the winter when the river was frozen solid but the snow would not be deep. He sent word in February that this was the case and conditions could change overnight. I had better hurry, he said."

Harold and a friend set out with a hastily borrowed pickup and a light trailer.

"Brahler had a army truck with a front-mounted winch that held 200 feet of cable, but the Pierce was clear across the river, up the canyon wall, and w-a-a-ay back in the trees."

Berentson noted. "So we borrowed hay ropes from all the ranchers around and tied those together. Well, those ropes acted just about like a long rubber band. You'd wind up 200 feet of the steel cable and you'd taken the stretch out of the rope, and hadn't moved a thing."

"To add to our problem, the car was frozen to the ground," Berentson added. "My friend and I broke the Pierce loose with a big pry. Then the wheels wouldn't turn. They were immobilized, just a whole mass of rust."

We'd pry on the car, give it a heist, and it would jump forward maybe six or eight feet," Berentson continued. "We repeated the process for the better part of a week, jackrabbiting through the snow, cutting pine trees that impeded our progress. We ended up cutting at least 15 trees to get a line down to the river over the canyon wall."

Once the group had reached the river, huge gaps of thin ice had spruug up on the river.

The Forest Service rallied to the cause, loaning two telephone poles to use as skids.

That problem solved, still ahead was the transportation of the relic back to Oregon. The pair became immobilized at the foot of a Montana mountain pass during a snow storm with no means of hurdling the pass. Eventually a trucker carrying logs pulled the antique to the top of the pass.

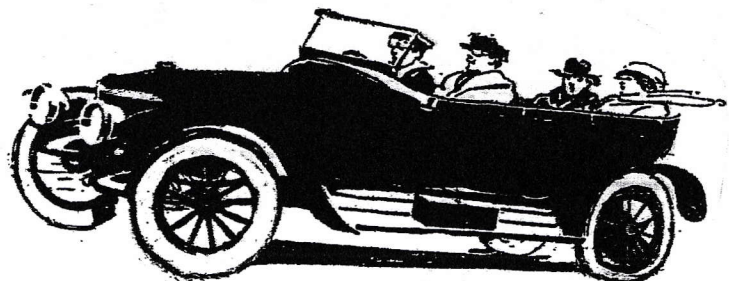
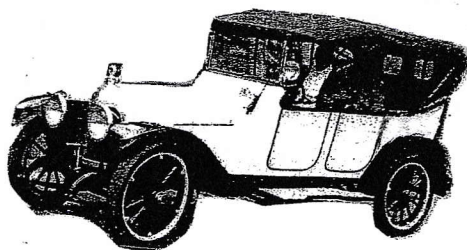
Once on top, however, the pair discovered that the brakes on the trailer had frozen. They made it down, speeding up and easing over against the snow bank everytime they caught a glimpse of the Pierce and trailer starting to pass the pickup.

Berentson's wife in Oregon greeted the pair's return by exclaiming, "That's what you went to Wyoming for?"

It was all worth the effort, however. Thirteen years later Berentson won the Sweepstakes Award for the Forest Grove Concours.

* * * * *

THE RUNNING BOARD

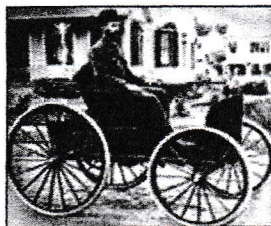


THE EARLY 1900 CARS

<http://www.anythingaboutcars.com/early-1900s-cars.html>

THE SPARK PLUG

Early 1900s Cars Contributions to the manufacture of early 1900 cars were made possible by several men. Two brothers, **Charles E.** and **James F Duryea**, were the first to manufacture and market a successful gasoline-powered automobile. James Duryea completed the first Duryea automobile in 1893, in Springfield, Massachusetts, working with his brother's design. In 1895, the Duryeas established the first American automobile manufacturing company. On Thanksgiving Day, 1895, in what was dubbed the "Race of the Century," Frank Duryea won a 54-mile race from Jackson Park in Chicago to Evanston and back again. It was a race sponsored by Herman H. Kohlsaatt, publisher of the Chicago Times herald. The prize money was \$2,000 but in addition to the prize money, the Duryea brothers also became celebrities.



Above, the Duryea Brothers. They were successful in the beginning but it was a short-lived success.

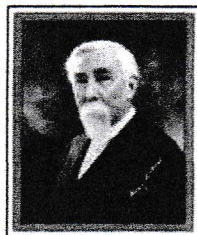
The sudden rush of fame allowed the brothers to form the Duryea Motor Wagon Company and produce early 1900s cars. Orders began arriving soon and unofficially, the American automobile industry was born as the brothers manufactured the first of 13 vehicles in 1896. But by the end of the century they had split up, destroyed by envy and greed. Their place in automotive history was secure though they would play relatively minor part in the development of future 1900s cars.

By 1900, at least 100 different brands of horseless carriages were being marketed in the United States. Since they were all virtually handmade, the cars were outrageously expensive. Cars were perceived as no more than a high-priced toy for the rich. The early 1900s cars were, to many, a despicable symbol of arrogance and power. Nevertheless, the horseless carriage was finding buyers, hence a niche in the marketplace, and demand for this new toy was growing. In many metropolitan areas - New York, Boston, and Philadelphia, electric cabs, delivery trucks, and ambulances became more and more familiar sights.

It was a blacksmith's son from Lansing, Michigan who put the automobile on the main streets of America. His name was **Ransom E.**

Olds who was only 18 when he hooked a steam engine to a three-wheeled vehicle and took off for a ride around his neighborhood. Despite his youth, he perceived that steam engines had a tendency to explode. He was ahead of his time when he had the intuition that gasoline, which was then abundant and cheap, would fuel the early 1900s cars as well as future cars. He began to work of an internal combustion engine of his own. He also was among the first of the American investors to recognize the need for an automobile that was functional and reliable, a car for everyone.

Over the course of the next year, Olds produced eleven different models priced differently. He was trying to decide which car would need priority in production but fate intervened. A fire made the decision for him when all models except the



Henry M. Leland, who founded the **Cadillac Company** built on Ransom Olds' idea by coming up with standardized parts that could be interchanged among several models.

Runabout - a small buggy with lightwheels and a curved dashboard. Powered by a one-cylinder engine not unlike the present day's lawnmowers, the Runabout had speeds of three to twenty miles.

In the case of the Runabout, necessity was indeed the mother of invention. In order to survive the competition of 100 different brands of horseless carriages, his early 1900 cars had to be manufactured in a different way. Olds came up with the idea of outsourcing the parts to small manufacturers. Of course, that word "outsourcing" was not yet known at that time but that idea was a major breakthrough in automobile manufacturing. He contracted with other companies to make some of the parts for his cars. The final product would then be assembled in his factory. This method was indeed revolutionary during that time. Each individual part would then be interchangeable - exactly as all other parts of the same car. As a result, Olds' assembly line was able to produce a great number of cars in a relatively short period of time.

It is therefore noteworthy to make reference to the astounding results of this partnerships. Several subcontractors hired by Olds later became famous for their own accomplishments. The Dodge brothers who supplied transmissions to Olds were big players in the history of the automobile. Olds' engines were supplied by Henry Leland who would later found Cadillac and Lincoln. Fred J. Fisher would later be bodymaker for General Motors.



1905 Curved Dash Oldsmobile

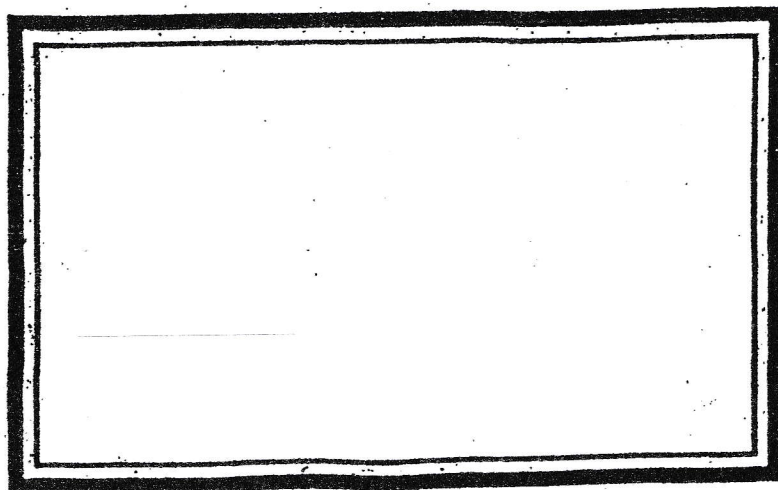
Although Olds and Cadillac developed the idea of standardized and interchangeable parts, it was **Henry Ford** who developed mass production and made possible rapid production of the early 1900s cars. In 1908 the **Ford Motor Company** produced the famous **Model T Ford**. His idea was to produce a motor car that the average person could afford, operate, and maintain. The first Model T Ford sold for \$850.00.

Ford's ideas truly revolutionized car manufacturing by developing the first assembly line in 1914. The basic idea of the assembly line was to move the car on a moving conveyor belt while workers on each side added parts as the car moved along. Often the parts were brought to the workers on another conveyor belt. Each worker had a specific relatively simple task to perform as compared with assembling an entire engine. The use of standardized interchangeable parts also produced a better product that could be easily repaired at lower cost. Before the assembly line, it had taken more than twelve hours to assemble a Model T. New Model T's now come off the assembly line at the rate of one car every 24 seconds. By 1915 the price of a Model T had dropped to \$440.00, and by 1925 a Model T could be bought for \$290.00. The early 1900's cars now are within reach of the average car buyer.

The early 1900s cars also benefited from major advances in automotive technology. In 1912, the electric starter, an electric motor that starts the gasoline engine, was invented. It made the operation of the 1910s cars a lot easier. Before its invention, the gasoline engine had to be started by cranking it by hand. This took considerable strength and was also dangerous. If the car were not cranked properly, the crank could kick back and cause a fractured thumb or arm.

World War I proved the value of the gasoline automobile. Trucks and ambulances were used in great numbers during the war, and the war proved to be a testing ground for automotive design. The early 1900s cars underwent many changes from 1900 through 1920. During this time, closed cars that protected the drivers and passengers from sun and rain became more common.

H. C. C. A. Santa Rosa
P. O. Box 3993
Santa Rosa, CA 95402



Happy
Birthday



Happy
Anniversary



AUGUST 15 KATHY SMALL
AUGUST 20 DON JOHNSON



AUGUST 23
DODGE & MAUREEN RIEDY