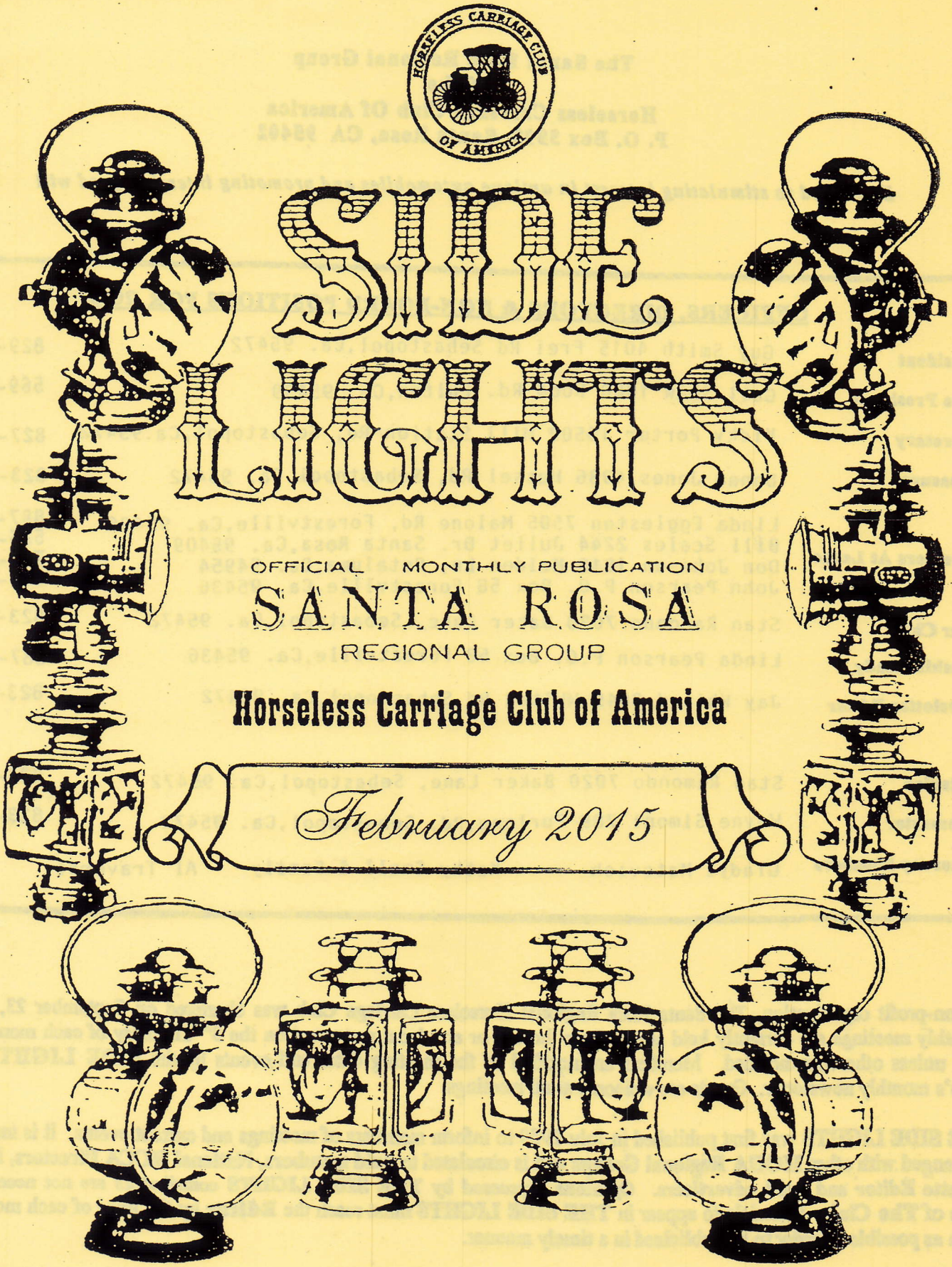
HORSELESS CARRIAGE CLUB OF AMERICA
SIDE LIGHTS
OFFICIAL MONTHLY PUBLICATION
SANTA ROSA
REGIONAL GROUP
Horseless Carriage Club of America
February 2015

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 2015.

President	Guy Smith 4015 Frei Rd Sebastopol,Ca. 95472	829-1370
Vice President	Gail Shaw 1980 Wood Rd. Fulton,Ca. 95439	569-9511
Secretary	Vicky Porter 10509 Mill Station Rd, Sebastopol,Ca.95472	827-3437
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Directors At Large	Linda Eggleston 7505 Malone Rd, Forestville,Ca. 95436	887-2412
	Bill Scales 2244 Juliet Dr. Santa Rosa,Ca. 95409	526-4943
	Don Johnson 1818 Malden Ln, Petaluma,Ca. 94954	782-0229
	John Pearson P.O. Box 58 Forestville,Ca. 95436	887-1866
Tour Chair	Stan Ramondo 7020 Baker Lane, Sebastopol,Ca. 95472	823-3594
Sunshine Lady	Linda Pearson P.O. Box 58 Forestville,Ca. 95436	887-1866
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Historian	Stan Ramondo 7020 Baker Lane, Sebastopol,Ca. 95472	823-3594
Webmaster	Wayne Simoni 789 Furlong,Rd, Sebastopol,Ca. 95472	823-1637
Honorary Members	Gladys Matovich 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.

2015 SANTA ROSA H.C.C.A ACTIVITY CALENDAR:

DATE:	EVENT:	COMMENTS:
FEB. 19	MEETING AT ROUND TABLE PIZZA ROOM RESERVED FROM 6:30. MEETING AT 7PM.	1791 MARLOW ROAD (SHOPPING CENTER AT GUERNEVILLE ROAD) ORDER AHEAD FOR FASTER SERVICE PH.: 527-8686
MARCH 19	MEETING AT DON & PAM JOHNSON'S	1818 MAIDEN LANE, PETALUMA PH.: 707-782-O229
MARCH 22	TOUR DATE - NEED LEADER	PLEASE SIGN UP
APRIL 10 - 11	*BAKERSFIELD SWAP MEET*	
APRIL 12	TOUR - FISHERMAN'S FESTIVAL	TOUR LEADER - PEARSON. MEET AT 9 AM. @ GUERNEVILLE & FULTON ROADS; LEAVE AT 9:30
APRIL 16	MEETING AT WELSH'S 7 P.M.	5050 HALL ROAD, SANTA ROSA PH: 545-9544
MAY 21	MEETING AT VICKY PORTER'S	10509 MILL STATION RD., SEBASTOPOL PH: 827-3437
MAY 24	TOUR DATE - NEED LEADER	PLEASE SIGN UP
JUNE 18	MEETING AT PEARSON'S 7 PM	7325 MALONE ROAD, FORESTVILLE PH.: 887-1866
JUNE21	TOUR - LOCATION TO BE DETERMINED	TOUR LEADER - SIMONI
JUNE 28 - JULY 2	*EL DORADO HCCA HARVEST TOUR*	*MINDEN, NV.*
JULY 16	MEETING AT SIMONI'S 7 P.M.	789 FURLONG RD., SEBASTOPOL PH: 823-1637
JULY 19	TOUR - LOCATION TO BE DETERMINED	TOUR LEADER - WELSH'S
AUG. 20	MEETING AT STAN RAMOND'OS AT 7 PM	7020 BAKER LANE, SEBASTOPOL PH: 823-3594
AUG 23	TOUR DATE - LOCATION TO BE DETERMINED	TOUR LEADER - STAN RAMONDO
	OUT OF AREA TOUR	
SEPT. 17	MEETING AT GAIL SHAWS AT 7 PM	1980 WOOD ROAD, SANTA ROSA PH: 495-6393
SEPT. 20	TOUR DATE - LOCATION TO BE DETERMINED	TOUR LEADER - GAIL SHAW
AUG 25-27	*AACA TOURING SANTA ROSA AREA*	*THIS WILL BE UPDATED*
OCT. 15	MEETING DATE; NEED LOCATION	PLEASE SIGN UP
OCT 18	TOUR DATE - NEED LEADER	PLEASE SIGN UP
NOV. 19	MEETING DATE; NEED LOCATION	PLEASE SIGN UP
NOV 22	TOUR DATE, WEATHER PERMITTING- NEED LEADER	PLEASE SIGN UP
NOTES:	*PLEASE ADD CORRECTIONS & OTHER CAR ACTIVITIES & DATES AND GIVE TO PEARSON*	*PLEASE SIGN UP FOR OPEN DATES UPDATE: 1/28/15*

Submitted by Dan Closson

Hybrid

At the dawn of the automotive industry, carmakers were already tinkering with hybrid designs. Perhaps the most interesting in Jay Leno's Garage is the Owen Magnetic, a hybrid car far ahead of its time—which proved its undoing.

By Jay Leno

The control mechanism on Jay's 1916 Owen Magnetic hybrid was so complicated that a placard warned operators to take the vehicle to the factory for repairs. John Lamm

People think hybrids are something new, but they've been around since the beginning of the automobile. Ferdinand Porsche built the Lohner-Porsche series hybrid car back in 1901. It used a gas engine to spin a generator that fed electricity to in-wheel motors. In 1917, the Woods Motor Vehicle Company of Chicago offered the Woods Dual Power, a series hybrid that could motor along—at speeds of less than 15 mph—solely on battery power. But I think the 1916 Owen Magnetic might be the most interesting early hybrid of them all.

The Owen Magnetic's technological leap was its electromagnetic transmission. Invented by the wonderfully named Justus B. Entz, an electrical engineer from New York who once worked with Thomas Edison, the electromagnetic transmission compactly housed both a 24-volt generator and an electric traction motor. The crankshaft of a 75-hp gas engine was attached to the generator, which sent juice to the traction motor, which in turn powered the rear wheels. There was no mechanical connection between the engine and the drivetrain.

One could argue that in 1916 hybrids made even more sense than they do today because early manual transmissions were such a bear to operate. Most cars of the era had straight-cut gears and heavy clutches. If you were a man or a woman with a bad leg, or you simply weren't able to drive, shift, and double-clutch at the same time, the Owen Magnetic was the perfect vehicle, since it has no clutch or gear shifter. To go faster, you press on the gas and then move a steering-wheel-mounted lever along six speed detents. As you accelerate, the engine speed increases, and that in turn speeds up the generator, enhancing power. Each successive lever position increases the intensity of the motor's magnetic field and torque. Compared with operating most early cars, driving the Owen Magnetic is a breeze.

The car's other advantage was its electric brake. There's a cockpit lever that turns the traction motor—the one that drives the rear wheels—into a generator. So when it's time to slow down, you move the lever, and the resistance provided by the motor slows the car and charges the batteries—the same kind of regenerative mode that's found in today's hybrids. A lot of my old cars, which weigh between 3000 and 4000 pounds, have only rear brakes. Consequently, those brakes produce a lot of heat. When you go down a long hill, you can smell 'em starting to burn up, and they quickly fade. And if an early car's brakes get wet, oh boy, you're in for a panic. But with the Owen Magnetic, you rarely have to get on the brakes unless you need to stop completely, like at a stop sign. If you're going 35 to 40 mph, you engage "regen" and you coast, or freewheel. As soon as you hit 25 mph, you feel the transmission go *eeehhhhrrr!* And the car slows right down to 3 or 4 mph. Plus, you can watch gauges that show the batteries charging.

My Owen Magnetic was originally sold straight from the floor of the 1916 New York Automobile Show and shipped to the buyer's home in Norway. He must have forgotten that there weren't many roads in Norway in 1916. That's probably why my car has less than 9000 miles on it.

I'm not sure when the car made it back to America, but it was probably in the 1970s. I found it right here in Los Angeles. Whatever you're looking for, you can find it within 50 miles of L.A. During World War I, and even more so during World War II, plenty of defense contractors were on the West Coast—Lockheed, Boeing, Douglas, and many more. Engineers and other technically minded people were drawn here. With the great climate, cars didn't rust and people didn't throw anything away. A lot of the interesting cars and stuff just stayed in the area.

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So why did the Owen Magnetic company fail in 1922, after producing just 700 cars?

The ads called it the car of a thou-sand speeds. But as is sometimes the case, being better isn't always enough. The car had to be competitively priced. A 1917 Ford Model T cost $360; Cadillac's ran about two grand. An Owen Magnetic started at $3700 and went up from there.

Another problem was the complicated relay-and-wiring shift mechanism. It's mounted under the hood alongside the steering column. I haven't opened mine up because it seems to work fine. And, quite frankly, I'm frightened to poke around in there. A plate on it says, "If something goes wrong, do not attempt to work on this yourself. Send it back to the factory." Who would want a car that a blacksmith couldn't fix?

In that era, most people didn't care that much about new technology. It's like the full hybrids today. They're still a hard sell because they cost more than other cars in their class. You can get better mileage, but that initial cost penalty keeps many people from buying them.

With cars, simpler and cheaper parts are often better. When the Mustang was developed, Ford considered a more expensive independent rear suspension than the solid axle the car came with. As legend has it, Ford executive Lee Iacocca said, "Americans don't give a crap about that. Make it inexpensive; make it look sexy. Don't put something in it they can't see."

Companies that don't make it in the car business usually fail because they try to sell a product that's too good or they over-engineer it and put in more than people want or need.

Sadly, that's what happened with the Owen Magnetic.

From The Spark Plug

From: "Kelley, Patricia G." <pat.kelley@retechsystemsllc.com>
To: <srhcca@brassauto.com>

Good afternoon...my Father, Don Mallory along with 3 of his longtime friends, Myron Billigmeier (deceased), Elmer Johnson and Marius Nelson founded the Sonoma County chapter of The Horseless Carriage Club in 1948. My Father was a co-owner of Mallory Brothers located on 2nd Street in Santa Rosa. They had the largest machine shop north of San Francisco and sold new and used auto parts. My Father knew where all the old car parts were kept and could go right to any item when asked by a customer if they had "such-n-such". His knowledge was amazing.

The reason for my email is this: my siblings and I are planning a 90th birthday party for my Father on Sat June 20, 2015. I was wondering if any members of your club would be willing to bring their old cars to our party for the party goers to admire. We would like to get maybe 5 or 6 cars to come. Also we would be pleased if whoever wanted to bring their car would join us for refreshments/food/cake.

The venue is not pinned down yet but my sister in Santa Rosa thinks we might have it at the guys place on Old Redwood Hwy who has built the little town. Sorry but I am unsure of the name.

Please let me know if you or any of your members would be interested in helping us out.

Thank you for your time.

Pat Kelley
Business Support Coordinator

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RETECH
A SECO/WARWICK GROUP Company

P. O. Box 3993
Santa Rosa, CA 95402

Happy Birthday

FEBRUARY 17 MAURY NELSON

FEBRUARY 21 JANET FILIPPINI

Happy Anniversary

FEBRUARY 13 WARREN & PHYLLIS WELSH

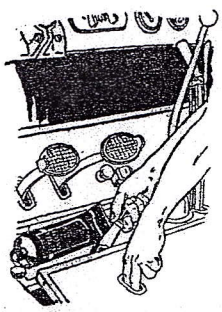
FEBRUARY 14 WAYNE & KIM SIMONI

101 ECONOMIES FOR THE MOTORIST

Squeaks are the most annoying and evasive grievances about a car. Sometimes the rubbing together of the floor boards will cause squeaks which are hard to locate. A little grease rubbed on the edges of the boards will make your car run quieter.

A floor board edged with felt or aluminum strips will seldom squeak.

Tack to the floor boards strips of cloth if it is not possible to obtain felt or aluminum strips.



FLOOR BOARDS

NEW CLOTHES FOR SPRING AND SUMMER

THE LADIES HOME JOURNAL
APRIL 1908

3899

3899—Simplicity marks this blouse in both appearance and workmanship, as it is extremely easy to make. It could be of light-colored crêpe de chine or silk, with yoke and sleeves of white net; or of chiffon-cloth or silk voile matching the color of your spring suit, with only the yoke of net, making a complete dress when the coat is laid aside. Patterns (No. 3899) come in four sizes: 32 to 38 inches bust measure. Size 36 requires two yards and three-quarters of 36-inch material without nap; a yard and seven-eighths of tucking for the yoke and sleeves; three-quarters of a yard of 18-inch all-over lace or embroidery for shaped bands, and one yard and an eighth of 36-inch lining.