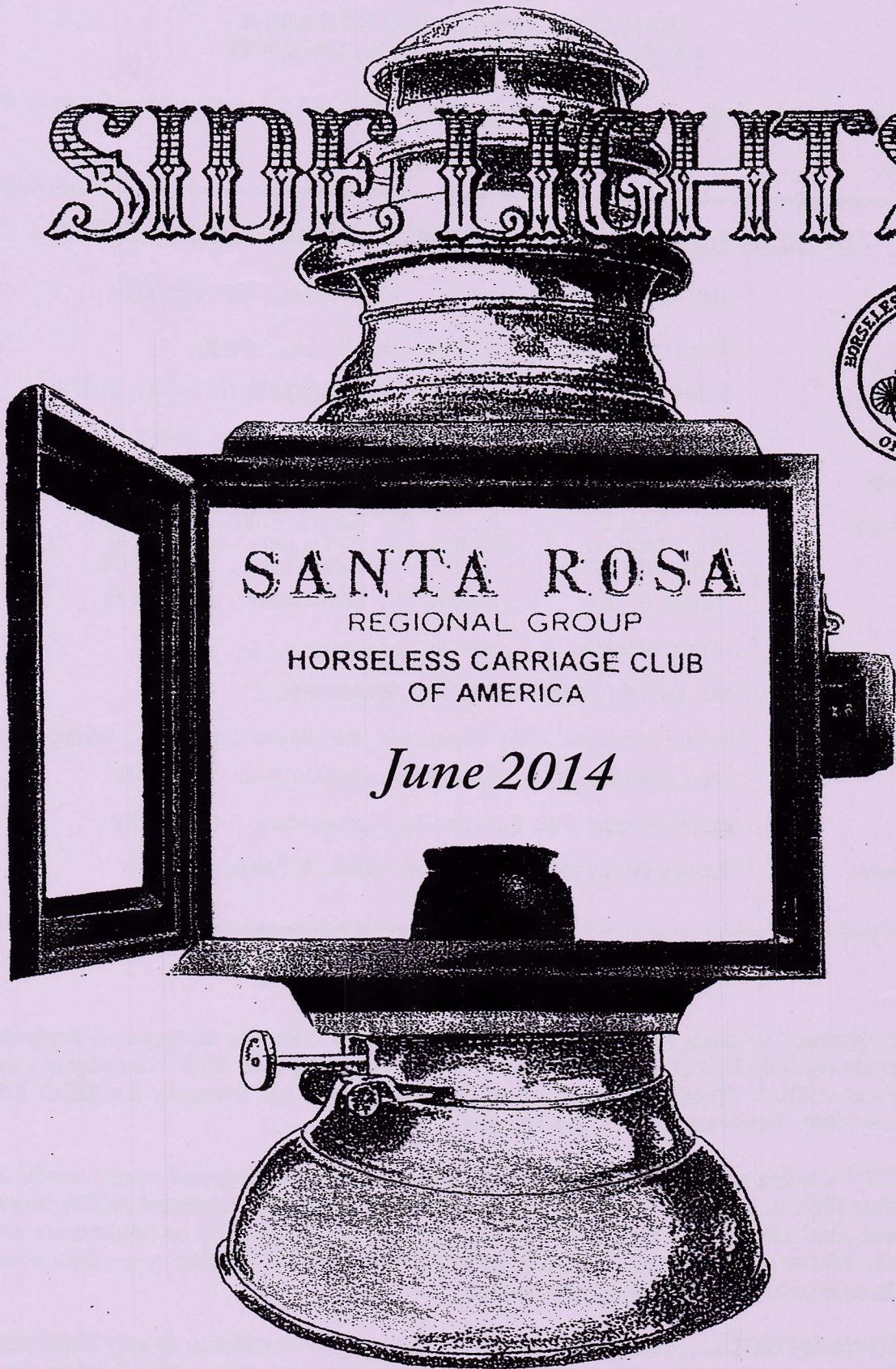


# SIDE LIGHTS



SANTA ROSA

REGIONAL GROUP

HORSELESS CARRIAGE CLUB  
OF AMERICA

*June 2014*

**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 2014**

<b>President</b>	GUY SMITH 4015 FREI RD. SEBASTOPOL, CA. 95472	829 1370
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<b>Secretary</b>	STAN RAMONDO 7020 BAKER LANE, SEBASTOPOL, CA. 95472	823-3594
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<b>Membership Chair</b>	AL TRAVERSI 2301 MOONLIGHT WAY, SANTA ROSA, CA. 95403	544-5711
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<b>Newsletter Editor</b>	JAY WHITED 8045 WHITED RD. SEBASTOPOL, CA. 95472	823-3816
<b>Special Events Coordinator</b>	MYRNA TRAVERSI 2301 MOONLIGHT WAY SANTA ROSA, CA. 95403	544-5711
<b>Historian</b>	STAN RAMONDO 7020 BAKER LANE, SEBASTOPOL CA. 95472	823-3594
<b>Webmaster</b>	WAYNE SIMONI 789 FURLONG RD. SEBASTOPOL, CA. 95472	823-1637
<b>Honorary Members</b>	GLADYS MATOVICH                      KATHY SMALL & FAMILY	

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 3<sup>rd</sup> 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.

# 2014 SANTA ROSA H.C.C.A. ACTIVITY CALENDAR:

DATE:	EVENT:	COMMENTS:
JUNE 19	MEETING AT WELSH'S	5050 HALL ROAD, SANTA ROSA PH: 545-9544
JUNE 22	TOUR - RAMONDO'S SURPRISE TOUR	MEET 9:00 AM @ GUERNEVILLE / FULTON ROADS (RALEY'S CENTER), LEAVE AT 9:30
JULY 17	MEETING AT SMITH'S GEORGE RANCH @ 7 PM.	4015 FREI RD., SEBASTOPOL PH: 494-0505
JULY 27	ANNUAL WELSH TOUR/BBQ /POT LUCK	5050 HALL RD., SANTA ROSA
AUG. 21	MEETING AT RAMONDO'S 7 PM	7020 BAKER LANE, SEBASTOPOL PH: 823-3594
AUG. 24	TOUR - LOCATION TO BE DETERMINED	LEADER - SIMONIS
SEPT. 17-20	OLD CALIFORNIA TOUR PUT ON BY THE MODESTO GROUP	BASED IN STOCTON HILTON. PLANNED BOAT TRIP, PIERCE ARROW MUSEUM, & OTHERS
SEPT. 18	MEETING AT TRAVERSI'S	2301 MOONLIGHT WAY, SANTA ROSA PH: 544-5711
SEPT. 21	TOUR - LOCATION TO BE DETERMINED	LEADER: GUY & MACHELE SMITH
SEPT 28-OCT.2	REDDNET NICKEL ERA TOUR BASED IN REDDING, CA. PRE-1932 VEHICLES	CONTACT: LES @ 626-961-8209
OCT. 3-5	POTENTIAL OVER NIGHT TOUR DATE -----	
OCT 7-11	HERSEY SWAP MEET AND SHOW	
OCT. 16	MEETING AT SCALES & CRAVEN'S 7 PM	2244 JULIET DR., SANTA ROSA PH: 526-4943
OCT. 19	TOUR - LOCATION TO BE DETERMINED	LEADER: SCALES & CRAVEN
NOTES:	LET JOHN PEARSON @ 887-1000 KNOW OF ANY CHANGE, CORRECTIONS OR ADDITIONS TO THIS EVENT CALENDAR	CALENDAR IS SUBJECT TO CHANGES - SEE CURRENT MONTH OF SIDE LIGHTS FOR ANY CHANGES..
NOTE:	PLEASE ADD OTHER CAR ACTIVITIES/DATES	

DATE: 5/19/2014

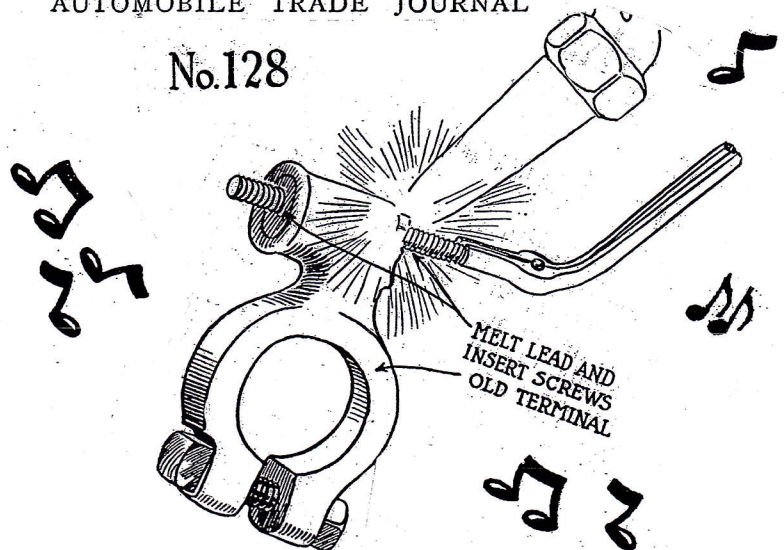
## Repair Hint

AUTOMOBILE TRADE JOURNAL

No.128

### 128—Emergency Kink

I find the following kink useful when a car comes in for a battery that uses taper thimble terminals and I only have a rental battery with straight posts, which I want to put in the car. Take an ordinary clamp lug terminal, positive or negative, and melt lead in the hole where the wire goes. Insert in this lead a plain brass screw  $\frac{3}{8}$  in. or  $\frac{5}{16}$  in. in size, leaving enough projecting so that it can easily be screwed into the taper terminal plugs. A second screw of the same size can be melted into the other end of the hole on the lug terminal. After this operation it is a simple matter to tighten the clamp lug terminal on the straight post.—G. H. Henne, Herrin, Ill.



# May 18<sup>th</sup> Mid-Napa Valley Tour Report

By Cinda Craven and Bill Scales



Once again Myrna and Al planned and executed a wonderful tour for the club combining the things we like best; old cars, more old cars, great back roads, and wine! Instead of leaving from Safeway in the Calistoga Shopping Center as planned, we all met at Al and Myrna's. We wanted to make sure they lead the tour in style in their 1928 Phaeton. Leaving the Traversi's driveway at 9:25am were Al and Myrna, John and Linda Pearson in their 1909 Buick Touring, Vicky Porter (who caught a ride in the Pearson's back seat), Gail Shaw and his nephew Anthony from Orange County in his Model A Roadster, and Bill me in our 1931 Model A Delivery. We made our way over to Calistoga Rd via Fulton, River, Riebli, Wallace and Badger roads. From there we continued to St. Helena on St. Helena Rd which becomes Spring Mountain Rd. It's always such a pretty drive, and this time of year is particularly nice as it is still green, the poppies are in bloom, and the grape vines are full of new growth.

Our first stop in St. Helena was at Napa Valley Olive Oil off Pope St. and Allison Ave. What a journey back in time to what old Italy must have felt like. This original store was established by Gugliermo Guidi in 1931 (Model A era!), and has since been purchased by the Particelli and Lucchesi families. The store is small and cramped which adds to its appeal. It's full of their olive oils, vinegars, and olives. They also carry salami, Italian breads, and every kind of sauce and pasta you can imagine. There are no cash registers. The total is tallied on the back of the brown paper bag you leave the store with. The proprietor speaks Italian to her helper, and cuts bread and sausage on a large table for tasting with the oils and vinegars. It was an amazing experience.

After our sampling and purchasing, Gail and his nephew took off for home and the rest of us headed back to Main St. We traveled a few blocks south to Grayson Ave and Crane Park for a quick potty break. Myrna leaves no detail to chance; she had checked with her grade school chums to get the scoop on the cleanest public bathrooms in the area. They did not disappoint. Neither did the beautiful wildflowers that had been planted in the park. We continued down St. Helena Hwy to Hall Winery, where we pulled in to view a remarkable sculpture named "Bunny Foo Foo". This 36 foot tall (and very shiny!) bunny is the work of Lawrence Argent, who was commissioned to do the piece for the Halls. The inspiration was that when their children were young they would walk thru the vineyards singing the children's poem "Little Bunny Foo Foo" (which involves a rabbit harassing a population of field mice). But enough artwork, we were ready for lunch!

A hop, skip, and a jump down the road and we were at Rutherford Grove Winery. Greeting us were the owners, Bob and Sylvia Pestoni (Bob is a childhood friend of Myrna's) who had driven two of their beautiful 50's cars down to the parking lot for us to enjoy: An Oldsmobile Rocket 88 convertible and a 1955 Buick Special. As we sat down to enjoy our picnic lunches, we were joined by two more of Myrna's childhood friends, Ernie Acquistapace and his wife Barbara, and George Steinauer and his wife Sharon. Bob and Sylvia graciously treated us to a sampling of their wonderful wines and homemade biscotti. After lunch some of us went to the tasting room to purchase wine and other goodies. Others got treated to a ride in the Buick up to Bob's barn where he showed us some of his latest finds from Forestville, including a late 1930's Buick in partial restoration.

It was time to give our thanks to our hosts, say our good byes, and head home. It was another unforgettable tour, and for those who couldn't go with us, all I can say is you really missed out. Thank you Myrna and Al for all the planning, leading the tour, and having such great friends! Thank you to Bob and Sylvia Pestoni for opening up their winery and property to us, sharing their amazing wine and cars with us, and being such gracious hosts.

**DON'T MISS**  
**THE OLD CALIFORNIA TOUR 2014**  
***"DELTA DREAMIN"***

**In and about Stockton California**  
**September 17th to the 20th**

**3 nights of lodging - 4 days of fun !**

**Visit:**

**Production facility for early auto parts**  
**Tour the Port of Stockton by narrated boat trip**  
**A fabulous Pierce Arrow Museum**  
**A 1857 Living History Ranch**  
**"The African Room" of local big game hunter**  
**A winery or two - some of our local best**  
**A Chicory mill built in 1873 - now beautiful**  
**gardens and gathering place for special events**

**All on paved low traffic roads**

**Easy low pressure runs !**

**Vehicles 1931 and older**

**TOUR LIMITED TO 50 AUTOS**

**Secure - Guarded Vintage Auto Parking**

**Parking for car trailers and tow vehicles**

**HOTEL RESERVATION INFORMATION**

**LOCATION: HILTON HOTEL**

**(this will be tour headquarters)**

**2323 Grand Cannel Blvd.**

**Stockton, California 9520**

**(800) 445-8667**

**This is a great facility for related tour events**

**Secure guarded parking for vintage autos**

**Trailer & tow vehicle parking - no RV facilities**

**RATE: \$ 119 per night + taxes**

**Includes Morning Breakfast !!**

**Ask for the OCT (Old California Tour) RATE**

---

**CUT AND MAIL FOR TOUR RESERVATION**

**TOUR RESERVATION DEPOSIT FORM  
OLD CALIFORNIA TOUR "DELTA DREAMIN"  
SEPTEMBER 17TH - 20TH 2014**

**Name.....**

**Address..... City ..... Zip .....**

**Phone (.....).....**

**Deposit - Reservation - Fee \$ 50.00**

**Mail to: Pat Ehlers - HCCA Tour**

**6723 Gettysburg Pl.**

**Stockton, Ca 95207**

**Make check payable to: HCCA Modesto**

# Fisher Body Corporation

By Roger B. White  
Smithsonian Institution

Condensed from the *Encyclopedia of American Business, The Automobile Industry, 1896-1920*  
from the library of Joe Whitney

**T**HE FISHER BODY COMPANY was organized in Detroit, Michigan, on July 22, 1908, by Albert Fisher and his nephews, Frederick and Charles Fisher.

Albert was an established manufacturer of carriages and wagons in Detroit and builder of automobile bodies for several leading firms.

Frederick and Charles had been trained by their father, Lawrence Fisher, in his carriage-making shop in Norwalk, Ohio, and had worked at the C. R. Wilson Body Company in Detroit.

Initially Fisher Body furnished bodies for both carriage and automobile manufacturers, but by 1922 the Fishers no longer advertised carriage bodies.

Under the financial guidance of Louis Mendelssohn, a Detroit automobile manufacturer who had purchased Albert's interest in Fisher Body soon after its founding, the company built open and closed bodies for many leading manufacturers, including Ford, Cadillac and Hudson.

The Fishers quickly moved to the forefront of automobile body design by learning how to form and attach metal body panels. Bodies made of stamped steel sheets instead of wood panels were being adopted by several larger manufacturers, including Maxwell and E-M-F, because steel could be shaped more rapidly than wood and was lighter and more durable. Within a few years high-grade manufacturers such as Pierce-Arrow were using cast aluminum bodies. In 1911 Fisher Body advertised automobile bodies made of steel or aluminum.

Fisher built Cadillac's first metal closed

bodies in 1910, But Wilfred Leland, general manager of Cadillac at the time, recalled that the bodies were unsatis-

factory and that the Fishers had to correct them.

By 1918 Fisher Body made extensive use of presses and woodworking machinery to make composite bodies for Ford, Hudson, Studebaker, Chandler and other firms.

Despite the slow, labor-intensive nature of its operations, Fisher Body expanded rapidly. Profits increased more than threefold between 1913 and 1916, and output rose from 105,000 bodies in 1914 to nearly 500,000 in 1917.

As late as 1918, however, Fisher Body's assembly methods still retained much of their shoplike character, in contrast with the specialized, integrated chassis-assembly lines at Ford. Every order was unique; dies had to be changed, new patterns for wood and steel had to be drawn and the flow of materials and partially finished bodies among the 16 Fisher plants had to be shifted. Virtually all open bodies, other than Ford, weretaken by truck to other body companies to be upholstered and painted. Closed bodies alone were finished in Fisher shops.

Fisher Body's expertise in building closed bodies and its farsighted appraisal of their eventual popularity earned the company a huge share of the market for closed cars by 1920. Mendelssohn and the Fishers organized the Fisher Closed Body Company in December, 1910. The vast majority of automobiles then in use were open touring cars and roadsters; closed bodies were available only on limited production limousines, town cars and coupes.

By 1914 sedan tops that could be removed in summer were available on some cars. The Ford center-door sedan, introduced in 1915, was priced at less than \$1,000 and by 1918 several sedans of substantial quality were priced at less than \$2,600. By 1916 when Fisher Body Company, Fisher Closed Body Company and Fisher Body Company of Canada were all consolidated into Fisher Body Corporation, the journal *Automobile* estimated that Fisher was building 60 percent of the industry's total output of closed bodies.

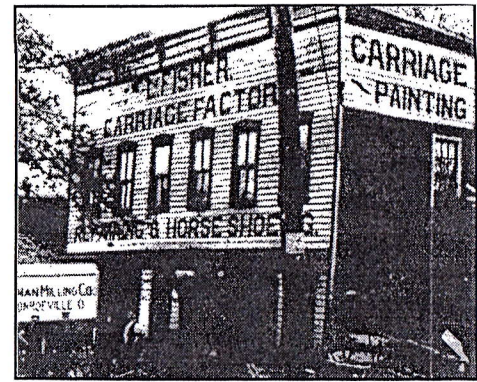
General Motors was one of the manufacturers who looked upon Fisher Body with growing respect. Beginning in 1915 Fisher built bodies for Buick and Cadillac. On November 9, 1917, GM agreed to purchase "substantially all" of its bodies from Fisher for a period of 10 years at cost plus 17.6 percent. But Fisher continued to build bodies for many of GM's competitors. The company built the popular 1919 Essex sedan body for Hudson, a leader in closed-car sales, and in 1920-21 was building bodies for Chandler.

In 1919 General Motors negotiated the purchase of 300,000 shares (60 percent) of common stock in Fisher Body Corporation. The value of the shares was \$27.6 million; a cash payment of \$5.8 million was made and the balance was paid in five-year serial notes. Five of Frederick's younger brothers — Charles, William, Lawrence, Edward and Alfred — were actively involved in managing the firm and would assume more important roles during the subsequent two decades.

During the depression of 1920-21 Fisher's output fell by more than half, but the affiliation with GM resulted in rapid growth when market conditions improved.

In 1922 Fisher began building Chevrolet bodies and by 1924 it was also building Oakland and Oldsmobile bodies.

In 1926 Fisher Body was merged into



The Fishers learned the carriage-making trade in their father's Norwalk, Ohio, shop

GM as the Fisher Body Division of General Motors. The new division included the Ternstedt Manufacturing Company, the National Plate Glass Company and other manufacturing, assembly and supply units formerly owned by Fisher Body.

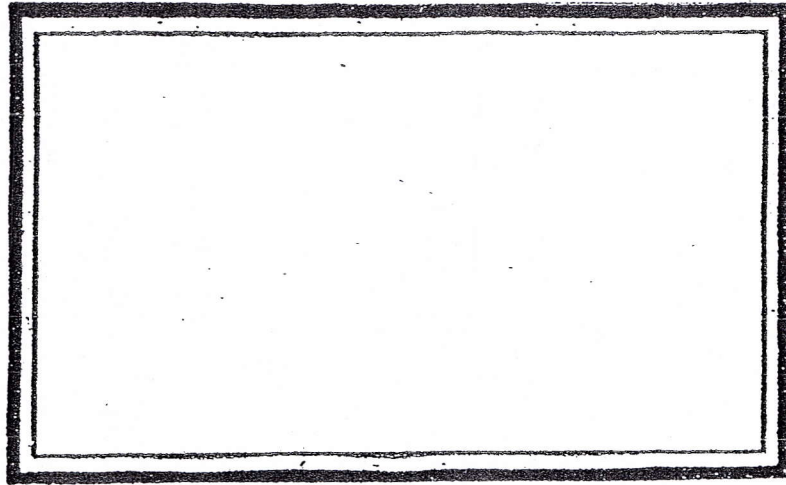
Fisher Body's long-standing reputation for refined, well-built closed bodies was touted in advertisements for all GM makes. A logo introduced in 1922 bearing an ornate Napoleonic-era coach and the phrase, "Body by Fisher," was used frequently in those ads.

Fisher's Fleetwood Division, formed in 1925, created special body lines, paint colors, hardware, upholstery and decorations for limited production Cadillacs and other luxury makes. In 1935 Fisher introduced, on some GM makes, the Turret-Top, the first one-piece, stamped-steel roof in the automobile industry.

During World War II Fisher Body built tanks, subassemblies for B-25 and B-29 bombers, aircraft instruments, anti-aircraft guns, experimental aircraft and other war products.

In 1984 Fisher Body was transferred entirely into GM. With that change, aimed at integrating production and marketing activities, Fisher Body Division ceased to exist.

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



♪ Happy Birthdays to You.. ♪

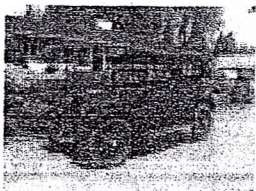
JUNE                      JUNE                      JUNE                      JUNE  
5 ALMA FLINT    12 JAY WHITED    15 GARY FILIPPINI    23 MAUREEN RIEDY

**FOR SALE**

BRASS SIDE LAMPS – Pair of restored, no name, two tier side lamps \$600.00. Jim Gordon, [modellfordguy@hotmail.com](mailto:modellfordguy@hotmail.com), 503-740-5119.

Small Drum Ruckstell \$1,295.00. Large Drum Ruckstell complete \$1,995.00. Jim Gordon 503-740-5119 1923

1931 LaSalle convertible coupe, dsm, trunk, rumble seat. Original, 22 years as owner, great reliable tour car. \$65,000. 1930 Lincoln Dual Cowl Sport Phaeton, real show car, drive anywhere, 1-10 scale a 8, \$90,000. Call Frank Hurley, 360-256-9855 or 360-921-1450.



1915 Overland Model 81 4 cyl, 4 dr touring, Excellent Brewster Green body, chassis, engine, green upholstery, black top, new clutch and tires. I've owned this car since 1974. \$29,500.  
Please phone for more info. Bud Rex -- 503-292-1334

The Portland Gas Leak,