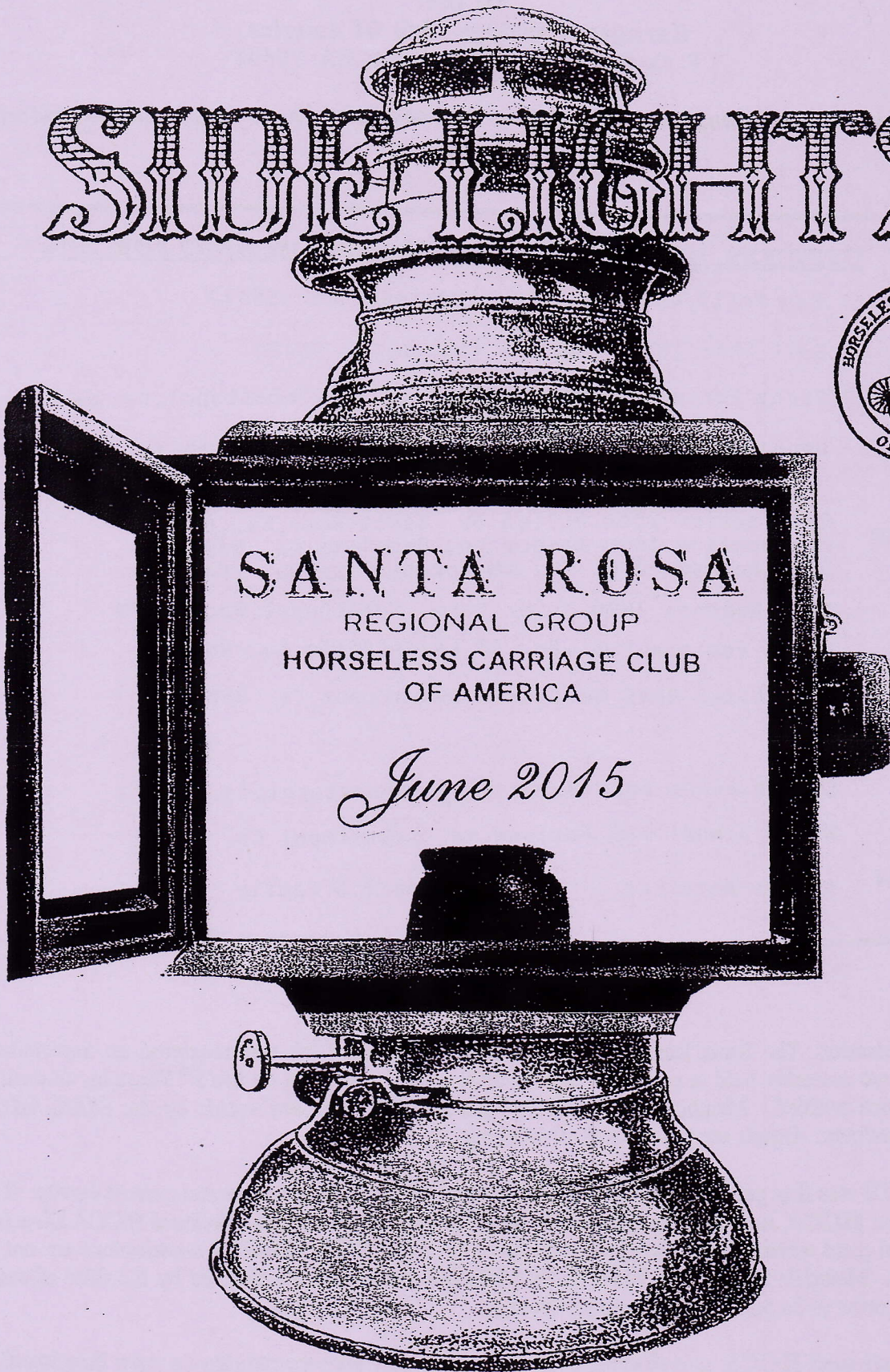


SIDE LIGHTS



SANTA ROSA

REGIONAL GROUP
HORSELESS CARRIAGE CLUB
OF AMERICA

June 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	569-9451
Secretary	Vicky Porter 10509 Mill Station Rd, Sebastopol, Ca. 95472	827-3437
Treasurer	Donna Jones 4936 Hessel Rd, Sebastopol, Ca. 95472	823-2310
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
Newsletter Editor	Jay Whited 8045 Whited Rd Sebastopol, Ca. 95472	823-3816
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:
JUNE 13	PEGGY SUE SHOW AND CRUISE	GRATON RESORT/CASINO & 4TH ST.
JUNE 14-18	PORTLAND 50TH ANNUAL TOUR	REDMOND, OR. AREA
JUNE 18	MEETING AT PEARSON'S 7 PM	7325 MALONE ROAD, FORESTVILLE PH.: 887-1866
JUNE 21	TOUR - MEET AT PACIFIC MARKET, SEB.	TOUR LEADER - SHAW'S
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	POT LUCK/ TOUR WITH T CLUB AT WELSH'S	TOUR LEADER - WELSH'S
AUG 4 - 9	HOT AUGUST NIGHTS	RENO, NV.
AUG 6-9	RYAN RAMBLE - QUINCY TOUR	NORTH CAL. REG. GROUP
AUG. 11 - 16	MONTEREY CAR WEEK / CONCOURS	MONTEREY / CARMEL
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
SEPT. 9 - 12TH	BAY AREA TOUR	SANTA CRUZ & BIG BASIN
SEPT. 17	MEETING AT GAIL SHAW'S AT 7 PM	1980 WOOD ROAD, SANTA ROSA PH: 495-6393
SEPT. 20	TOUR DATE - LOCATION TO BE DETERMINED	TOUR LEADER - GAIL SHAW SIMONI
AUG 25-27	AACA TOURING SANTA ROSA AREA	THIS WILL BE UPDATED
OCT. 11	BRASS IN THE GRASS @ LAKE SONOMA	GO AS CLUB?
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: 6/6/15

The Welsh Combo Car Club Tour & BBQ



**Warren & Phyllis Welsh
Ron L. & Irene Welsh**

Invite you to their annual
HCCA & REMTC

Tour & Barbeque Picnic

Sunday July 19 2015

9:30 AM

at 5050 Hall Rd. Santa Rosa

For Coffee, Pastries &

Ramondo's Famous Gin Fizzes.

Tour at 10:00 / Back home by 1:00PM

The Welshes will provide the BBQ main dish,
soft drinks and utensils.

Please bring a POT LUCK dish to serve 12.

- A-DSalads
- E-JSide Dishes
- K-NAppetizers
- O-VDesserts
- W-ZDonuts, Muffins or Coffee Cake

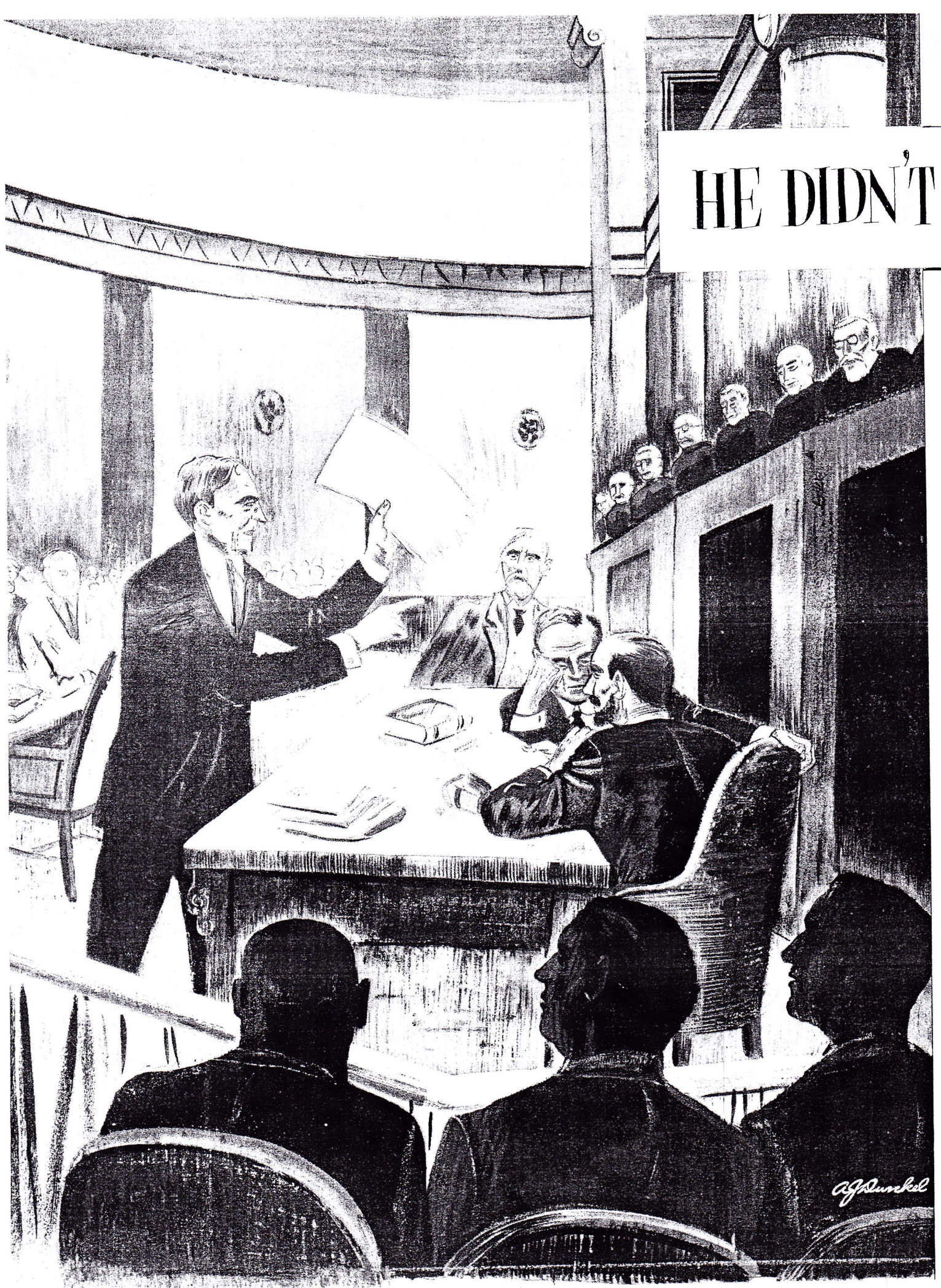
Those not touring; please meet us at 1:00PM

Please **RSVP** to Ron at 823-2533.

This is a big tour and it really helps to know how many will attend.

Hope to see you all on Sunday, July 19th.

HE DIDN'T



WANT YOU to OWN A CAR!

HENRY FORD'S APPEARANCE IN THE SUPREME COURT BACK IN 1911 BROUGHT AN ABRUPT END TO A PERIL FACING THE AUTOMOBILE INDUSTRY AND THE CAR-BUYING PUBLIC...

by DON EPHLIN

illustrated by ALBERT DUNKEL

Back in 1877, a Rochester, N. Y. attorney by the name of George B. Selden applied for a patent on an automobile. It wasn't called an automobile, as such; the term generally used for it was a "fore-carriage." But awkward as the device was-- it backed up, for example, by swinging the entire front axle around in a 180 degree circle, and letting the engine continue to drive the wheels forward--it did contain all the working parts of the later automobiles. That is, it had an engine, a clutch, a driving mechanism, and a method of steering the car. The car didn't work, and Mr. Selden didn't do very much more about the matter until 1895.

But at that time, a number of interesting developments had occurred. For one thing, Henry Ford had built and operated a gasoline-powered automobile on the streets of Detroit, nearly four years before. Charles Duryea and Elwood Haynes had done the same thing in other localities. So Mr. Selden dragged forth his dust-covered patent applications, made a few changes, and applied again for a patent. And got one! Not on a part of an automobile, you understand-- on the entire idea of a motor car, from headlights to tail lamp, all wrapped up in one profitable package. And from this vantage point, Mr. Selden proceeded to license both American and foreign firms to manufacture cars, provided, of course, that they paid him a healthy royalty.

Many of the early firms rose like trout to this lure. There was no such thing as an automobile industry-- just a lot of ex-machinists, and blacksmiths, and carriage makers who thought it would be a nice thing to extend their talents into a new field. And there was no such thing as a competitive market-- cars were probably destined to be nothing but a toy, anyway, and as such, no doubt a plaything of the rich. So, the higher the price, the better the profit.

It is interesting to note that such present day giants as Buick, Cadillac, Hudson, Oldsmobile, Packard and Studebaker were among those who rendered tribute unto the great Selden, and paid his royalties-- as did Autocar, Mack, Marmon, Reo and White, all of the latter now being exclusively truck manufacturers.

But one rugged individualist there was who swore he would never give Selden and all his merry men so much as a war-quality zinc penny. And that man was Henry Ford.

For Henry argued, with considerable justice, that Selden had built nothing but a small version of the conventional farm-tractor engine using a gas engine for power instead of steam. And the gas engine itself was nothing but a variation of the German-made "Otto" engine which

(continued on next page)

was patent-free, and open to anybody. Using such an engine, Henry had built and driven a gasoline car on Detroit's streets in 1891, thus antedating Selden's claims by four years. And to top it off, Selden's vehicle didn't work anyway-- so what was all the shooting for? You couldn't patent an imperfect device-- now could you?

Be that as it may, it does seem now that several dozen of the country's leading motor car manufacturers DID enter into an unholy cabal at that time, to up the prices of cars, and freeze out competition. Thus putting ownership so far beyond the reach of the average man that he would be lucky if he ever rode in an automobile, let alone owning one. "The Association of Licensed Automobile Manufacturers," as this smug little group called itself, went earnestly to work to put the chill on anyone who thought of independently building cars for less than the established price scale. Large advertisements in leading magazines and newspapers solemnly warned the adventurous that the automobile business was only for the select few; anyone else venturing into the field without the Selden blessing would not only suffer the extreme penalty of the law, but would probably reach home in a barrel. In short, there was a definite damper put on initiative.

Nevertheless, Ford was making cars, and declaring dividends, right from his first month of operations, and others began to follow his lead, probably figuring that since most of them started out broke anyway, they wouldn't be any worse off if the Selden gang got a judgment against them.

Then the licensed group went one step higher. They began to advertise to the consuming public, stating in no uncertain terms that, if they became irritated enough, the cabal would probably start prosecuting people who bought unlicensed cars. The general thought being that while you were out riding around in your Ford, or your Michigan, or some other outlaw buggy on a Sunday afternoon, a squad of cops would come dashing up, club papa, the criminal owner, into unconsciousness, and drag mama and the kids off to the pokey. It certainly was nothing to look forward to, no matter how strongly you might feel about monopolies-- and many thoughtful citizens stuck to their horses. Or bought Hupmobiles, and Elmores, and Maxwells from the members of the combine.

Henry Ford, never a man to take it lying down, promptly advertised that his firm would post a bond for every car sold, protecting the owner in case of a suit. Moreover, he pledged the entire assets of his by then not inconsiderable company, to fighting these suits.

During this period of frantic charge and counter-charge, the advertising of the independents was a sheer delight to anyone who likes his fights with the gloves off. Such questions as "Where were the present backers of the Selden Patent in 1891, when Mr. Ford drove his first car? They certainly weren't building automobiles, back in those pioneer days!" And "The holders of the Selden Patent slipped in the back door of the automobile industry-- they weren't bold enough to come in the front!" And, attacking the Selden Patent on the grounds of originality: "It would be just as absurd to think of getting a patent on an INGERSOLL WATCH power plant, clutch, and transmission-- an ICE CREAM FREEZER DRIVE to the rear axle, and term the whole thing the AUTO FREEZE CREAM CAR! No patent is valid until it is upheld by a decision-- and not by just an opinion of Judge Hough's!"

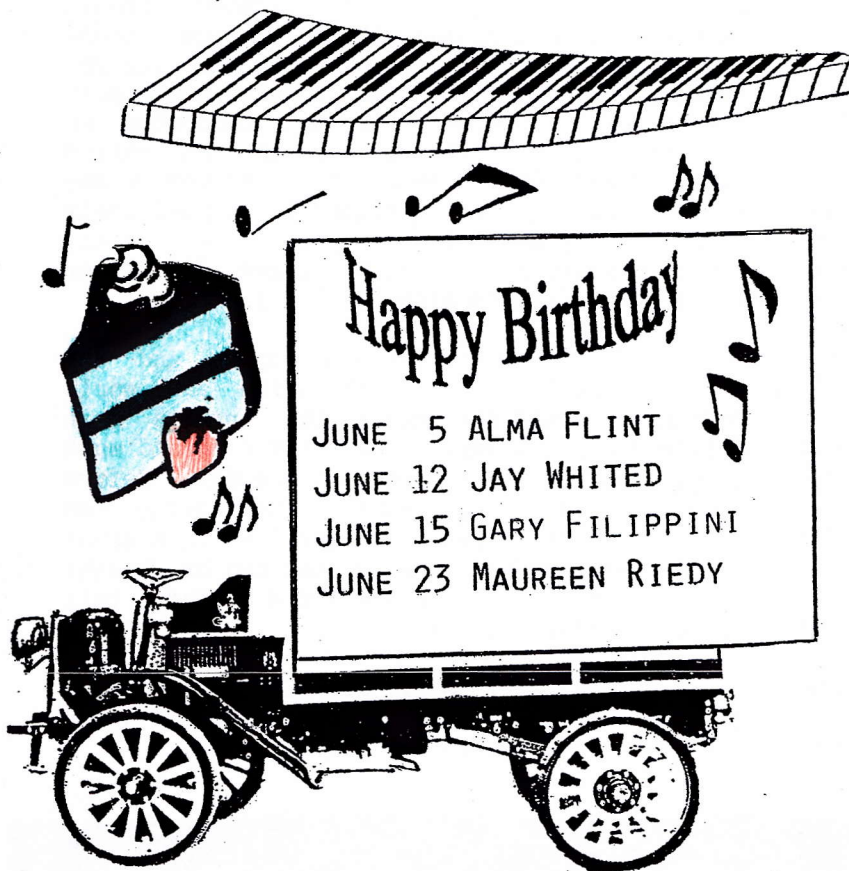
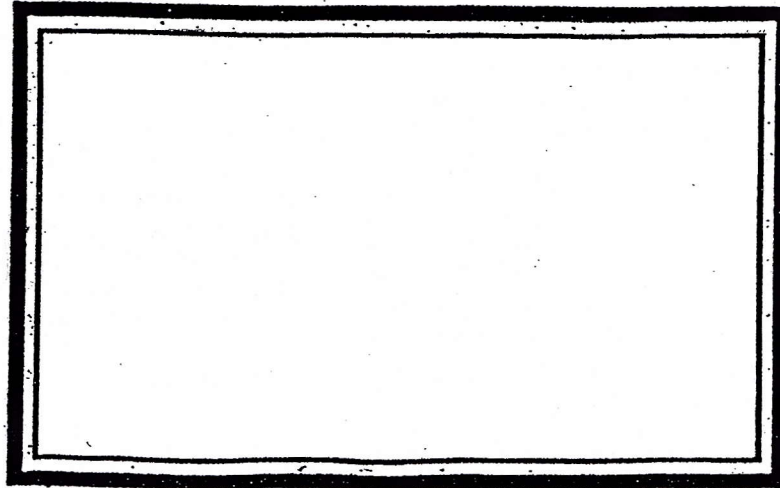
Advertising men were an uninhibited crew in those days--if there was anything wrong with a man's ancestry, they were just the boys to make note of the fact in public. And in print.

Finally, in 1911, the matter was fought by Ford right up to the United States Supreme Court, and Henry played his trump card. He demanded that the opposition produce the Selden automobile in court, and demonstrate it-- since in those days, every patent had to be accompanied by a working model. There was a hurried series of conferences, and a postponement was asked, while the Selden group got out the blueprints, and built the car-- a fearsome, front-wheel-drive contraption with a vertical steering column, and plank seats. Then, at the re-hearing, the bitter truth finally came out: Whether or not George Selden had concocted an assemblage of non-patentable ideas and called it a car was beside the point; whatever it was that he had dreamed up originally, it positively would not run under its own power. The patent had more holes in it than Dillinger did after his last conference with the F. B. I.

The door was thrown wide open, and the scramble for front-row seats in the auto world commenced. With the result that prices were driven down, and quality was driven up, and mass production became the order of the day. Before Ford broke the Selden combine, the average man could not hope to own a car for less than about \$2500, while today, such a car can be bought for.... for.... well, now-- let's figure this thing for just a minute.

Anyhow, there still are SOME cars you can get for that little money. And I wonder if Henry Ford ever revolves in his grave?

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



Where I Have and Have Not Been

I have been in many places, but I've never been in Cahoots. Apparently You can't go alone. You have to be in Cahoots with someone. I've also never been in Cognito, I hear no one recognizes you there.

I have however, been in Sane They don't have an airport; you have to be driven there. I have made several trips there, thanks to my friends, family and work.

I would like to go to Conclusions, but you have to jump, and I'm not too much on physical activity anymore.

I have also been in Doubt. That is a sad place to go, and I try not to visit there too often.

I've been in Flexible, but only when it was very important to stand firm.

Sometimes I'm in Capable, and I go there more often as I'm getting older.

One of my favorite places to be is in Suspense! It really gets the adrenalin flowing and pumps up the old heart! At my age I need all the stimuli I can get.

I may have been in Continent, but I don't remember what country I was in. It's an age thing.

from Frank DUSTER DOINGS