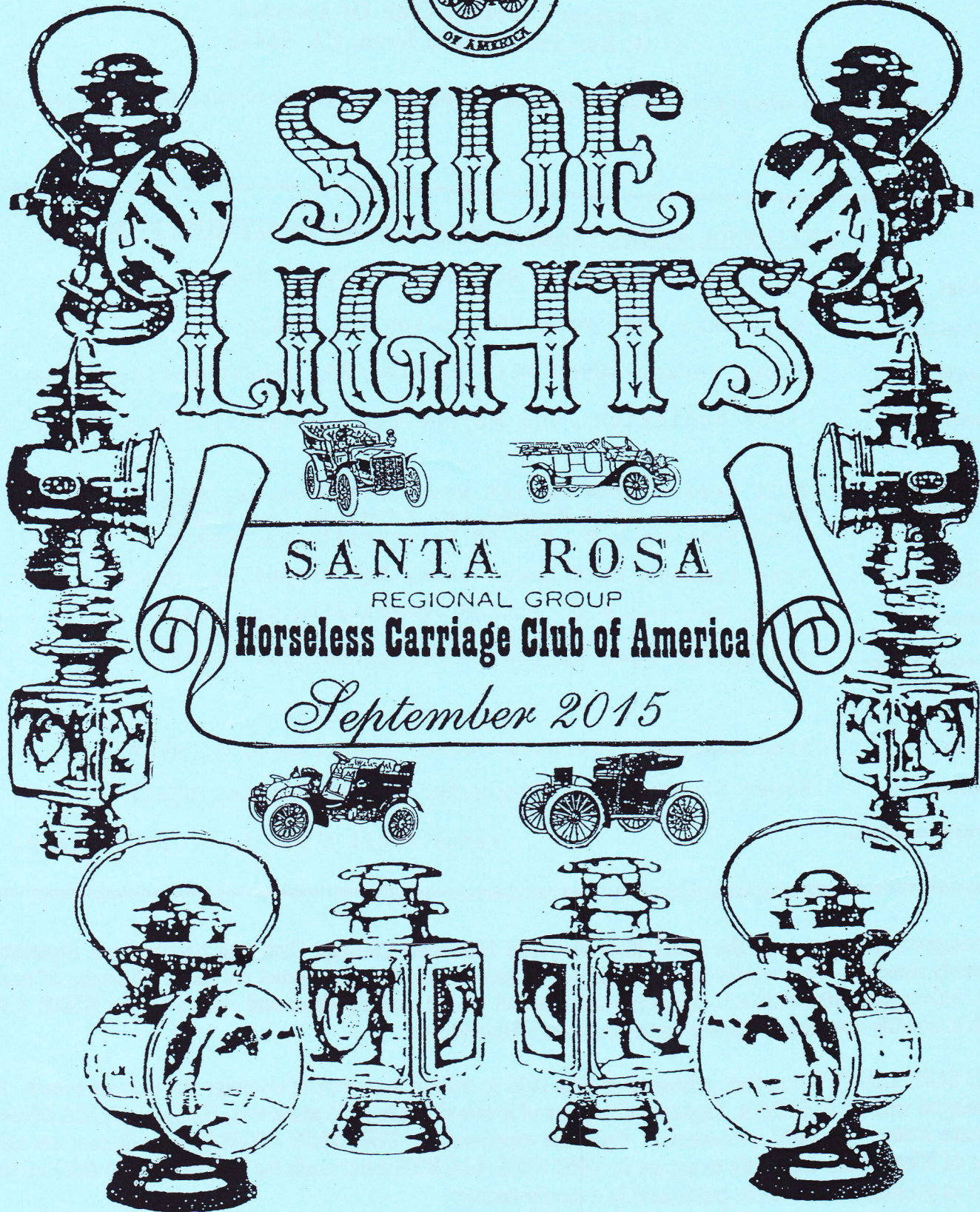
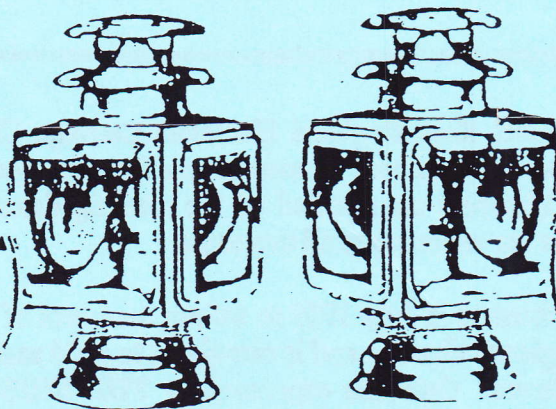




SIDE LIGHTS



SANTA ROSA
REGIONAL GROUP
Horseless Carriage Club of America
September 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	Linda Eggleston 7505 Malone Rd. Forestville Ca. 95436	887-2412
Directors At Large	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	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.

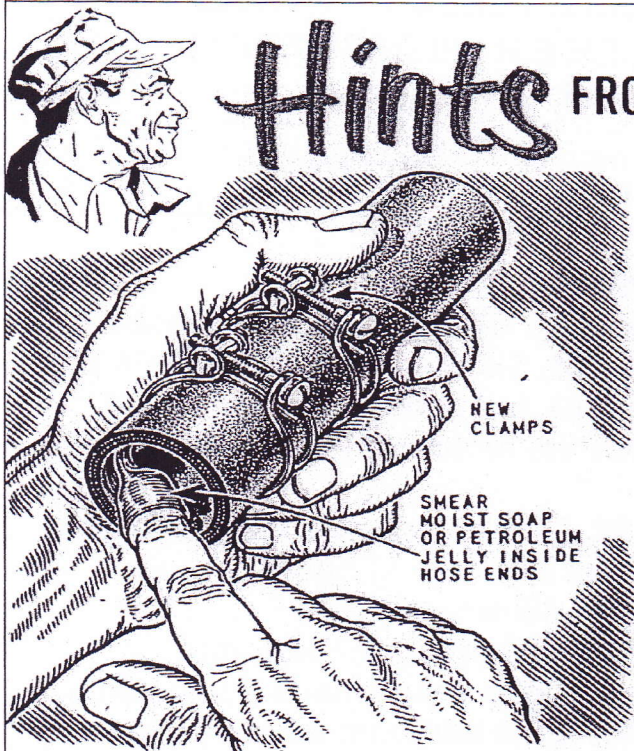
THE SIDE LIGHTS was first published in July 1959 to inform members of meetings and current events. It is mutually exchanged with other **HCCA** Regional Groups and is circulated to paid members, National **HCCA** Directors, **HCCA** Gazette Editor and paid advertisers. Opinions expressed by **THE SIDE 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.

The Sept 17th meeting place has changed...

It is now at Old World Winery -
850 River Road, Fulton

For the Gents



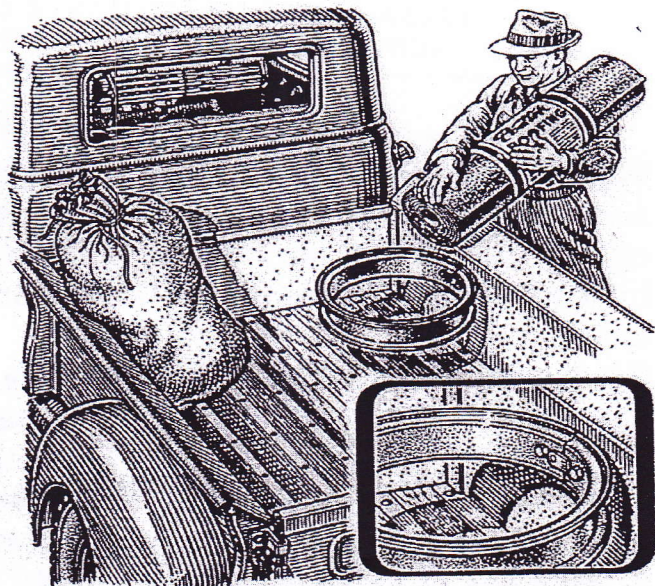
Hints

FROM THE MODEL GARAGE

NEW
CLAMPS

SMEAR
MOIST SOAP
OR PETROLEUM
JELLY INSIDE
HOSE ENDS

Rub soap inside hose ends when installing new connections between the radiator and motor block. They'll slip on the fittings easily and save you much pulling and tugging. For a thorough job, sandpaper the rust off the fittings and use new clamps.



Bolt one or two truck-tire rims to the side of a pickup truck to keep cylindrical objects like oil drums or rolls of roofing from rolling about. Bolt the rims as high up from the floor as the sides will permit to keep the loads from tipping out.

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

DATE:	EVENT:	COMMENTS:
SEPT. 17	MEETING AT GAIL SHAWS AT 7 PM	1980 WOOD ROAD, SANTA ROSA PH: 495-6393
SEPT. 20	TOUR DATE NEED LEADER	PLEASE SIGN UP
OCT. 7-10	HERSHEY SWAP MEET	AACA FALL MEET
OCT. 11	BRASS IN THE GRASS @ LAKE SONOMA	GO AS CLUB?
OCT. 15	MEETING AT BILL & CINDA'S	2244 JULIET DR., SANTA ROSA PH:526-4943
OCT. 17- 18	TENTATIVE OVERNIGHT TOUR	TENTATIVE PLAN IS: UP COAST TO GUALALA OR DOWN TO INVERNESE
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: 9/1/15

Gladys Matovich 5/22/29--8/22/15

We lost a very special HCCA member recently. Gladys Matovich passed away peacefully in her sleep on August 22nd. She hadn't been active in the club since she lost her husband Pete in 2003, but some of us old timers have many fond memories of Gladys and Pete on tours. They both loved to laugh and have a good time.

Gladys was born in Santa Rosa on May 22, 1929 and grew up on Laguna Rd attending Analy High School where she met her lifelong buddy, Phyllis Welsh. They packed apples together during summers.

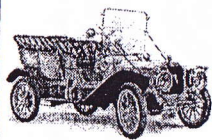
She married Lilburn Chapman and after her daughter, Donna(Baehr, husband Walt) was born Gladys contracted polio which made it impossible to have any more children. She battled her polio and post-polio syndrome with her characteristic optimism.

Gladys met her second husband, Pete through their careers in real estate. They were married almost 30 years when Pete passed away in 2003. They joined HCCA in 1986 and co-hosted a tour in Sutter Creek with the Welshes in 1996.

I will always remember Gladys's warm smile and wonderful laugh. She will be missed.

Linda Pearson

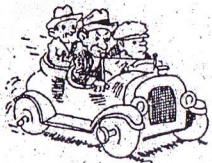
The Early Years — 1899-1924



On December 1, 1924 the *Automobile Trade Journal* published its Silver Anniversary Issue. With the kind permission of the Horseless Carriage Foundation we are happy to reprint this series of condensations from that issue. The fee required by the Foundation was paid, courtesy of Dave Gast.

THE CLOVER LEAF BODY COMES INTO VOGUE

1916

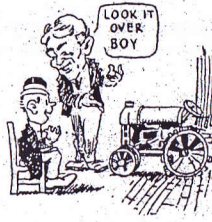


BUY
R.Y.M.
ON TIME
PAYMENT
SEE US FOR
TERMS

NOW
I'LL HAVE
TO WALK

THE N.A.C.C. WARNS AGAINST ADVERTISING DEFERRED PAYMENTS

HENRY INTRODUCES HIS TRACTOR



ing substitutes for gasoline.

The N.A.C.C. passed a resolution warning of the advertising of deferred payments was likely to hurt the business and was not in keeping with the standards of the

business.

The S.A.E. conferred with the war Department on a proposed military truck.

The expedition into Mexico and the truck service accompanying it created considerable flurry in truck circles.

W. C. Durant was elected president of General Motors. Alvan Macauley was made president of Packard and C. W. Nash president of Thos. B. Jeffrey Co.

Henry Ford made the first public demonstration of his tractor at Fremont, Neb., and in October announced his famous \$5 a day minimum wage for all efficient employees in his plant.

The cross licensing of patents became effective among all but two (Packard and Frankin) of the N.A.C.C. firms this year.

Prices of gasoline and automobiles advanced during the year and economy tests of stock cars became so numerous that the S.A.E. published requirements for such tests if they were to be recognized.

The Safety First Federation launched its appeal to make city streets safer.



BITS AND PIECES OF HORSELESS CARRIAGE NEWS - 1897

REPRODUCTION BY OTHER NEWS LETTERS IS ENCOURAGED

SPRING OF 1897 was really no different than 1997. In an article concerning noise we find that a society known as "The Society for the Prevention of Noise" had been organized in New York City to mitigate it. The work was a most commendable one, worthy of the co-operation of all good citizens. It was noted that the disastrous effect upon the human nervous system of the thousand and one different, discordant noises that make the bedlam of a great city was not appreciated. The actual waste of time and strength due to this cause would amount to millions of dollars annually. Yet, it seemed to be accepted, like scores of other nuisances and burdens under which the human race groans, as a necessary evil due to the multiple activities of our modern life.

The article continues that this is only partially true — noises may be generally divided into two classes — useful and pernicious. Under the first class come the various warning signals which are found necessary for the protection of life in populous centers, and which, apparently, must grow in number as population increases and street locomotion keeps pace with its needs.

Of the pernicious noises, the horse and the rough pavements provided for him, are a most prolific source. The impact of horses hoofs and the clash and clang of iron tires make up a large part of the disagreeable noises of a great city. The solution to the noise problem could be solved by smooth pavements and motor vehicles running upon them that would reduce this class of street noises to a minimum.

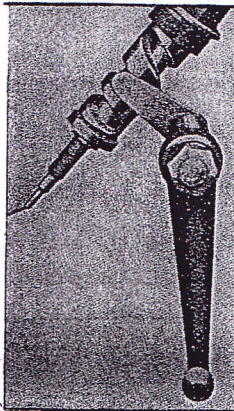
A **Winton Motor Carriage** on Decoration Day, May 30, 1897, broke all previous track records, making a mile in

one-minute-48-seconds. The same vehicle completed what the company described as every conceivable test by driving the vehicle from Cleveland to Elyria, Ohio, and back, a distance of 120 miles. They proved its perfect utility for every purpose to which a horse and wagon can be put.

The vehicle weighed in at 1,800 pounds. A 10-horsepower gasoline engine was used, and talk about economy in fuel; it cost less than a penny a mile carrying six passengers over ordinary country and city roads.

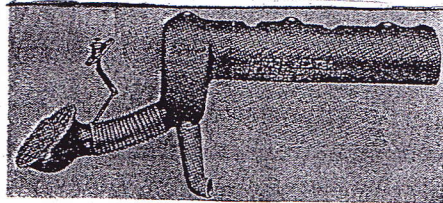
"**A Splendid Opportunity**" was listed by a Joseph J. Kulage of St. Louis, "to participate in automobile building." He was the inventor and patentee of the "most unique motor vehicle yet." He was looking for desirable parties to put up the cash in return for stock in a corporation to build his vehicles. Unfortunately, the company, the ideas, and Mr. Kulage are long forgotten 100 years later.

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



Ross Steering Gear
 for Fords
 Ross Gear & Tool Co.
 Lafayette, Ind.

THIS steering gear is built along the same lines as the models for larger cars. It is of the cam and lever type, the cam being mounted between ball bearings, which take the thrust of the radial load. When turning, the stud on the lever arm slides smoothly up or down, with minimum resistance to the driver, or road shock.



Monroe Auto Heater

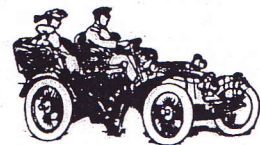
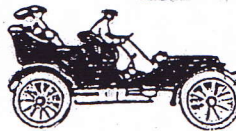
Monroe Auto Equipment Mfg. Co.
 Monroe, Mich.

THIS heater is attached to the manifold of the engine and air is forced through it and into the car by the fan. A tube projecting down from the heating chamber carries a current of heated air to the carburetor. Heat is controlled by a button on the foot board. Can be had for front or rear compartments, to fit any make car. Made of cast iron and lists at \$6.

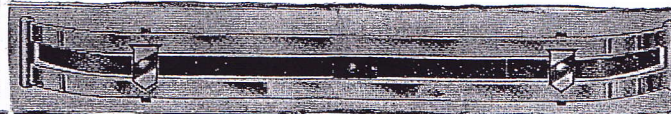


Happy Anniversary

SEPTEMBER 5 MAX & LAURA MEYER



Automobile Trade Journal



Majestic Spring Bumper

Metal Stamping Co., Long Island City, N. Y.

THIS bumper is made of heavy oil-tempered steel bars, fastened to tubular ends, and reinforced with rugged, steel ornamental clips. It is easily installed and will fit all popular makes of cars. Prices range from \$12.50 to \$20.



Yankee Stop Lamp Model 271

American Auto Lamp Co., Inc.
 507 W. 50th St.
 New York City

THIS is a combination stop and tail light with a car name plate above the latter. It is attractively finished in black and nickel and lists at \$4.50. Name plates can be had for any car.



Agate Stop Signal, Federalite Model

Federal Pressed Steel Co.
 Jobbing Division

360 N. Michigan Ave., Chicago, Ill.

THIS combination stop signal and tail light is made of cast aluminum. It is attractive in appearance and the name plates above the stop signal can be procured for the following makes of cars: Buick, Chandler, Cleveland, Essex, Hudson, Hupmobile, Maxwell, Nash, Oakland, Oldsmobile, Overland, and Willys-Knight. A "4-Wheel Brakes" name plate can also be had. Price, \$5; extra name plates, \$0.30.