

# SIDE LIGHTS

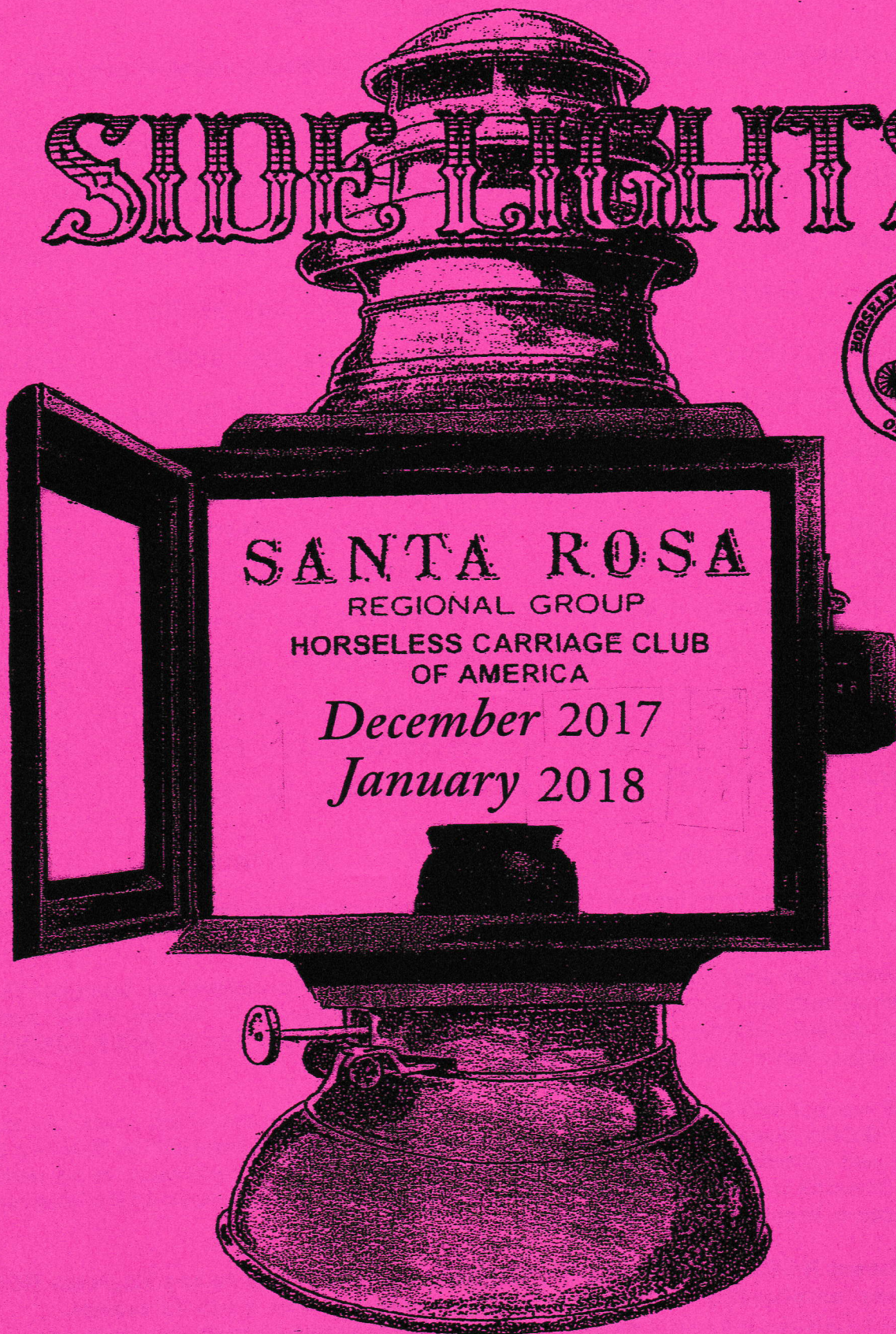


**SANTA ROSA**

REGIONAL GROUP  
HORSELESS CARRIAGE CLUB  
OF AMERICA

*December 2017*

*January 2018*



**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**

<b>President</b>	John Pearson P.O.Box 58 Forestville Ca. 95436	887-1865
<b>Vice President</b>	Wayne Simoni 789 Furlong Rd. Sebastopol Ca. 95472	823-1637
<b>Secretary</b>	Cinda Craven 2244 Juliet Dr. Santa Rosa Ca, 95409	526-4943
<b>Treasurer</b>	Linda Eggleston 7505 Malone Rd. Forestville Ca.95436	887-2412
	Guy Smith 4015 Frei Rd. Sebastopol Ca. 95472	829-1370
<b>Directors At Large</b>	Bill Scales 2244 Juliet Dr. Santa Rosa Ca. 95409	526-4943
	Don Johnson 1818 Malden Ln. Petaluma Ca.94954	782-0229
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<b>Sunshine Lady</b>	Linda Pearson P.O. Box 58 Forestville Ca. 95436	887-1866
<b>Newsletter Editor</b>	Jay Whited 8045 Whited Rd. Sebastopol Ca. 95472	823-3816
<b>Membership Chair</b>	Donna Jones 4936 Hessel Rd. Sebastopol Ca. 95472	823-2310
<b>Historian</b>	Stan Ramondo 7020 Baker Ln. Sebastopol Ca. 95472	823-3594
<b>Webmaster</b>	Wayne Simoni 789 Furlong Rd. Sebastopol Ca. 95472	823-1637
<b>Honorary Members</b>	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 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.

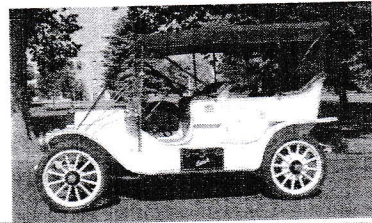
**THE SIDE LIGHTS** was first published in July 1959 to inform members of meetings and current events. It is mutually exchanged with other **HCCA Regional Groups** and is circulated to **paid members, National HCCA Directors, HCCA Gazette Editor** and **paid advertisers**. Opinions expressed by **THE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

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# PAST PRESIDENTS MESSAGE

DECEMBER - JANUARY 2018



*As a reminder, we have gone back to having our general meeting on the Third Thursday of the month; still at 7pm at the Round Table Pizza, Guerneville Road at Marlow Road, any changes will be noted in our Side Lights newsletter.*

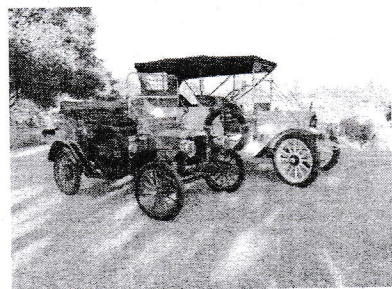
I want to thank all the members who served on the board in 2017 and our 2018 board members for stepping up for the new year.... I appreciate it.

Bill Scales is our new president (that's what happens when you miss a meeting!) Wayne Simoni, Cinda Craven and Linda Eggleston will stay in the same positions as last year. Guy, Gail and I are 2018 directors and I will take over as Tour Chairman. We had some good touring this year especially for as small as our club has become. Sorry we couldn't get an over-night tour together. Hopefully 2018 will see new members bringing increased enthusiasm! Lets all keep a lookout for potential members.

I hope to see everyone at our Installation Dinner on SATURDAY Jan. 27 at the Union Hotel in Occidental.

Best Regards

John Pearson



# 2018 SANTA ROSA H.C.C.A ACTIVITY CALENDAR:

DATE:	EVENT:	COMMENTS:
2018:	NOTE: ALL MEETINGS WILL BE AT ROUND TABLE PIZZA. EAT 6:30 - MEETING AT 7:00PM, (OR AS NOTED IN OUR CALENDAR)	GUERNEVILLE ROAD @ 1791 MARLOW ROAD, SANTA ROSA. (SAFEWAY CENTER).
DEC. 2017	NO MEETING	
SATURDAY JAN. 27, 2018	INSTALLATION DINNER UNION HOTEL, OCCIDENTAL	TIME: 2:30 NO HOST BAR; 3:30 DINNER
FEB. 15	MEETING AT ROUND TABLE PIZZA	
MARCH 15	MEETING AT ROUND TABLE PIZZA	
MARCH 18	TOUR DATE	
APRIL 8-11	GRIZZLY BEAR TOUR, YOSEMITE	NATIONAL HCCA TOUR & CONVENTION
APRIL 1-14	BAKERSFIELD TOUR AND SWAP MEET	HEADQUARTER: DOUBLE TREE HOTEL
APRIL 15	PEARSON - FISHERMANS FESTIVAL	BODEGA BAY
APRIL 19	MEETING AT ROUND TABLE PIZZA	
MAY 14-17	WESTERN GASLIGHT 1 & 2 CYL. TOUR.	HEADQUARTERS: TULARE
MAY 17	MEETING AT ROUND TABLE PIZZA	
MAY 20	TOUR DATE	
JUNE 21	MEETING AT ROUND TABLE PIZZA	
JUNE 24	TOUR DATE	
JULY 19	MEETING AT ROUND TABLE PIZZA	
JULY 22	TOUR DATE	
AUGUST 16	MEETING AT ROUND TABLE PIZZA	
AUGUST 19	TOUR DATE	
SEPTEMBER 20	MEETING AT ROUND TABLE PIZZA	
SEPTEMBER 23	TOUR OR ANTIQUE AUTOS IN HISTORY PARK	635 PHELAN AVE, SAN JOSE
OCTOBER 18	MEETING AT ROUND TABLE PIZZA	
OCTOBER 21	TOUR DATE	
NOVEMBER 15	MEETING AT ROUND TABLE PIZZA	
DECEMBER	NO MEETING	
JAN. 2019	INSTALLATION DINNER	
NOTES:	PLEASE ADD CORRECTIONS & OTHER CAR ACTIVITIES AND DATES AND GIVDE TO PEARSON	PLEASE SIGN UP FOR OPEN TOUR DATES DATE: 1/8/18

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If you were in the market for a watch in 1880, would you know where to get one? You would go to a store, right?

Well, of course you could do that, but if you wanted one that was cheaper and a bit better than most of the store watches, you went to the train station!

Well, for about 500 towns across the northern United States, that's where the best watches were found. Why were the best watches found at the train station?

The railroad company wasn't selling the watches, not at all. The telegraph operator was.

Most of the time the telegraph operator was located in the railroad station because the telegraph lines followed the railroad tracks from town to town. It was usually the shortest distance and the right-of-ways had already been secured for the rail line. Most of the station agents were also skilled telegraph operators and that was the primary way that they communicated with the railroad. They would know when trains left the previous station and when they were due at their next station. And it was the telegraph operator who had the watches.

As a matter of fact, they sold more of them than almost all the stores combined for a period of about 9 years. This was all arranged by "Richard", who was a telegraph operator himself. He was on duty in the North Redwood, Minnesota train station one day when a load of watches arrived from the East. It was a huge crate of pocket watches. No one ever came to claim them.

So Richard sent a telegram to the manufacturer and asked them what they wanted to do with the watches. The manufacturer didn't want to pay the freight back, so they wired Richard to see if he could sell them. So Richard did.

He sent a wire to every agent in the system asking them if they wanted a cheap, but good, pocket watch. He sold the entire case in less than two days and at a handsome profit. That started it all.

He ordered more watches from the watch company and encouraged the telegraph operators to set up a display case in the station offering high quality watches for a cheap price to all the travelers.

It worked! It didn't take long for the word to spread and, before long, people other than travelers came to the train station to buy watches. Richard became so busy that he had to hire a professional watch maker to help him with the orders.

That was Alvah. And the rest is history as they say. The business took off and soon expanded to many other lines of dry goods. Richard and Alvah left the train station and moved their company to Chicago -- and it's still there. **YES, IT'S A LITTLE KNOWN FACT** that for a while in the 1880's, the biggest watch retailer in the country was at the train station.

It all started with a telegraph operator: **Richard Sears** and his partner **Alvah Roebuck!**

# 2018 SANTA ROSA HCC REGIONAL GROUP MEMBERSHIP

Horseless Carriage Club of America, P. O. Box 3993, Santa Rosa, California 95402

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KEY	OFFICERS & POSITIONS	
(E) = Email (F) = Fax (W) = Work Phone (C) = Cell Phone (H) = Honorary Member ( <i>Non Dues Paying</i> ) (NDNP) National Dues Not Paid	<b>President:</b> Bill Scales <b>Vice Pres:</b> Wayne Simoni <b>Secretary:</b> Cinda Craven <b>Treasurer:</b> Linda Eggleston <b>Directors:</b> Don Johnson Guy Smith John Pearson	<b>Editor:</b> Jay Whited <b>Historian:</b> Stan Ramondo <b>Membership:</b> Dick Winterhalder <b>Special Events:</b> TBD <b>Sunshine:</b> Linda Pearson <b>Tour Chair:</b> John Pearson <b>Webmaster:</b> Wayne Simoni

Revised & Corrected 1/10/2018

# Santa Rosa Regional Group Wins at Rose Festival

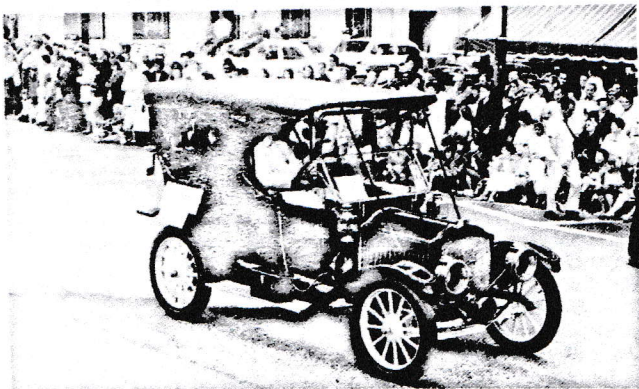
By Rosalee Lewis

PHOTOS BY KENNETH SCHROLL

"I Love a Parade," was a popular song a few decades ago and might now be chosen as one of the theme songs for the Santa Rosa, California Regional Group. It seems we have paraded more than anything else in recent months. Take this past May, for example. We had three major parade engagements within ten days: Healdsburg's Future Farmers of America; Santa Rosa's Rose Festival; Sebastopol's Gala Day (Memorial Day). But we were more an integral part of the Rose Festival parade than other usual parade events. Each year, in honor of Luther Burbank, world renowned plant breeder, who moved to Santa Rosa in 1875 and spent the rest of his life here, our city holds a giant three day Rose Festival. The Rose Parade, which is equal in pageantry to those held in Pasadena and Portland, Oregon, each year, is the Festival's main public event. Another note of interest is that Mrs. Elizabeth Burbank, Mr. Burbank's widow, who still resides here in the Burbank home, up until recently, rode in the parade too. This year, our club was invited by the Junior Chamber of Commerce to participate in a 'big way', indeed. Besides a Decorated Auto entry, the only competitive category open to our club, we also had a complete club unit and some members also drove the Division-lead cars which carried the dignitaries of the event to the reviewing stand.

A work-night was held the night before the parade, May 22nd. We all met in our Parade Chairman's (George Smith) garage where the UN-decorated auto was parked. George had 'donated' a 1915 Ford "for the cause." It had been stored in his shed for years and was completely un-restored and therefore there would be no concern over the process of decorating it. More than 19 of us were there from about 7:30 p.m. until past 2 a.m., assigned to different tasks. Some persons cut stems and prepared flowers for decorating; some glued flowers onto the car over the burlap, which had been fitted to the car previously that week; some worked on the National Horseless Carriage Seal, that went on the rear of the car and some prepared and served coffee to the crew. It was, beyond a doubt, the sweetest-scented horseless carriage we've ever worked on.

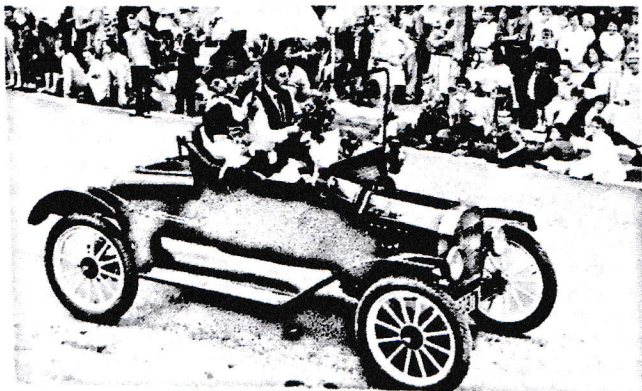
The next day, Saturday, May 23rd, our club unit and Decorated Auto waited in formation about two hours before getting into the route, which then took about one and one-half hours to complete. Each car, a shining example of the 'historical automobile,' carried its own individual sign. Francis McReynolds made the theme sign, American Beauty of 1915, for the Decorated Auto and Harley Crawford and



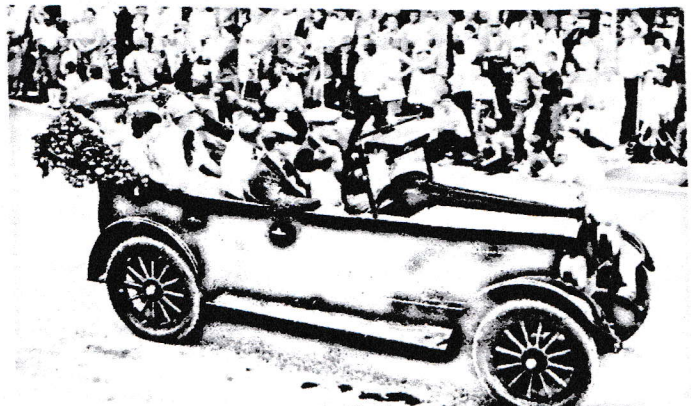
A fine 1911 Elmore driven by George Smith.



Glen Gulick's 1915 Ford; note the blanket of roses on the folded top.



Cal Purcell's 1915 Ford roadster.



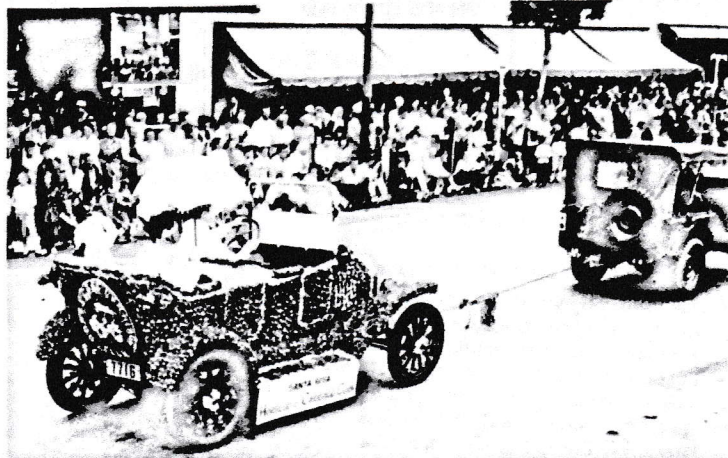
Tom Jewett's 1923 car of the same name.



This 1915 Ford won the top prize at Santa Rosa's Luther Burbank Rose Festival; Rosalee and Benjamin Lewis pictured with car, owned by George Smith.

Loring Folger made the others. Most of the Division—lead cars had already finished the route and now we started out with our entry and unit. One car, even at the start, had difficulty (1896 Peugeot) and was proceeding 'in tow'; before the end of the parade route, we were to have 'two in tow.' The Decorated Auto, due to various unforeseen 'problems' began to stall numerous times shortly after we were underway; it stalled completely just one and one half blocks before the judges' stand. Nothing would make it start again. It had begun to smoke about a block or so before this occurred and now the smoke was strong enough to bring acrid tears to the car's occupants. When our club President, Dr. Lewis, driver of the car, realized it could not go on, (even though this meant disqualifying our entry as far as the judging was concerned) he urged the club unit to proceed without him. Just as they were moving out in front, two parade guides, followed by an Army jeep, came roaring down from the judges' stand towards us. With a tow rope attached to the front axle of the Decorated Auto the Army jeep pulled it back into line. And, in this unceremonious fashion, our entry led our club unit past the judges. Some of us, at least those of us in the car, did not expect to win anything since we had had to be towed. What a wonderful surprise, when at the Awards' Luncheon that afternoon, our club received the FIRST place trophy plus a fifty dollar check.

Coincidentally, that night was our regular meeting night. After Dr. Lewis thanked everyone for their part, he presented the trophy to Emma Page, Chairman of the Decorated Auto Committee, to keep 'temporarily.' George Smith was ribbed



The Ford after it broke down on the parade route.



Decorating the Model T.

because it was discovered that the Decorated Auto had stalled mainly because it had run out of gas. Considering it was George's car and George owns a Service Station and he was Parade Chairman — well . . . But, there is still another chapter to the story. Next day, while the car was being stripped down, it was noted that the floorboard had been burning underneath — and, IF the car had NOT run out of gas when it did, there is a good possibility that it would have caught on fire. When I mentioned this to the 'President' later, he confessed he had known this too. For many reasons, however, he did not wish to reveal this during the parade. First of all, he felt obligated to the club to get the car at least to the judges' stand and also, he believed that if he had mentioned the smoke and what it could mean, those of us in the car and club unit might have become panicky. (There was no easy way out of the Decorated Auto, for example, since the doors had been sealed off to allow for the decoration—design.)

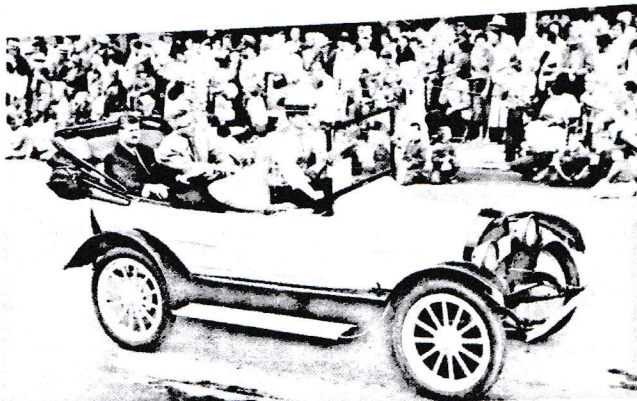
The main theme of the parade this year, from which our own theme was derived, was Roses Bring Memories. Some of those memories have been recorded for us by our members: Mr. and Mrs. Ray Kimble, Hiram Wells and Harley Crawford, and Parade Photographer, Kenneth Schroll of Santa Rosa took pictures of all participants. There will also be memories in newspaper clippings from such local papers as The Press Democrat and the Santa Rosa News. These are the usual methods of memory—preservation. But for most of us, (considering all that transpired,) the mention of, the scent, sight and symbol of the flower, itself: the rose, will serve to conjure up the real memories of this event.

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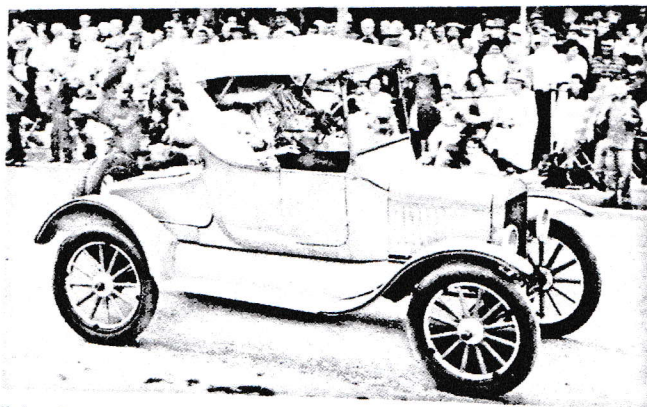
# Santa Rosa CONTINUED



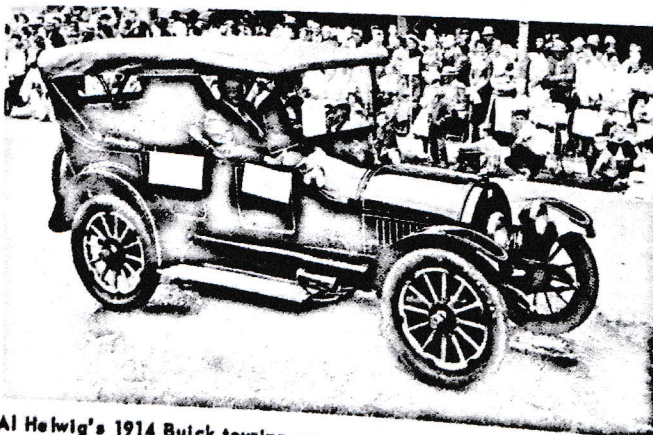
Myron Billigmeier driving his 1912 Flanders.



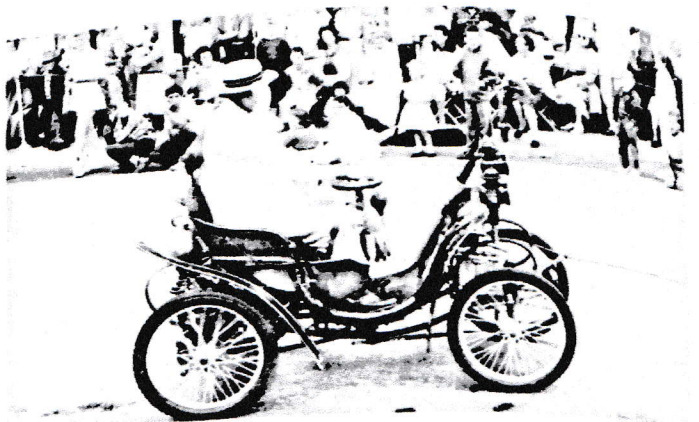
Marius Nelson driving Paul Binford's 1916 Reo.



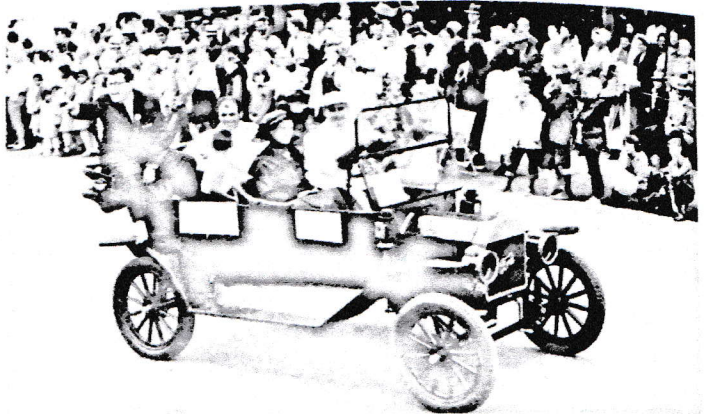
Walter Binggell drove this clean '23 Ford.



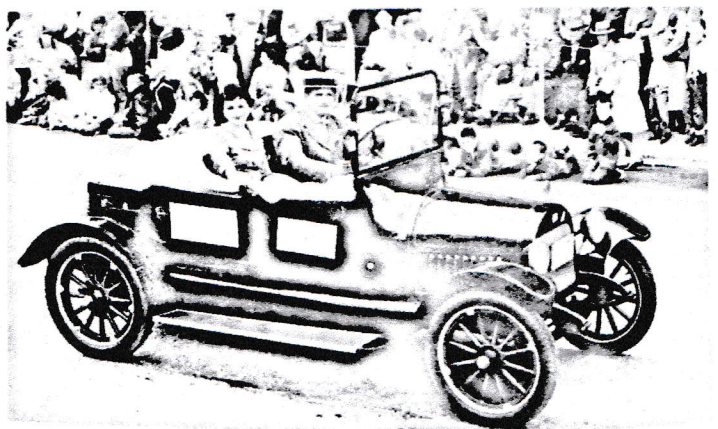
Al Helwig's 1914 Buick touring car.



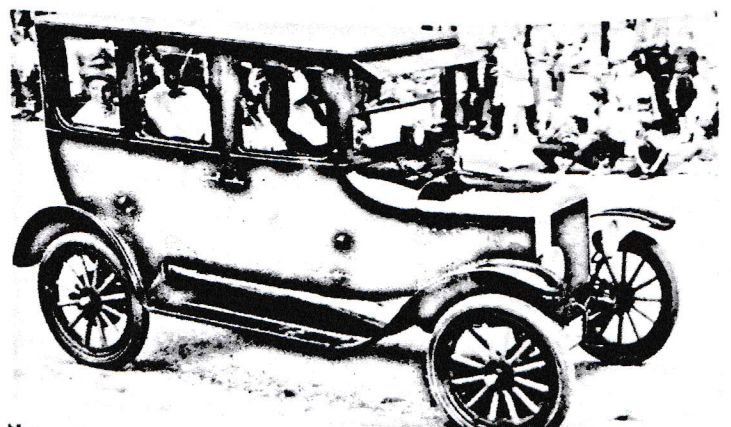
Al Carrion driving Al Helwig's 1896 French Peugeot.



Clem Trent's 1914 Ford carried a shoeless TV performer.



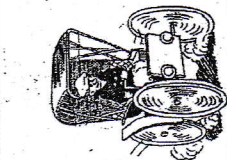
William Small driving his 1915 Buick runabout.



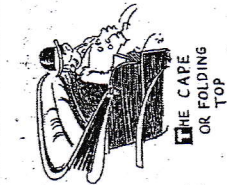
Note the "Clymer" spotlight in the background. Reynolds' 1914 -

# The Early Years — 1899-1924

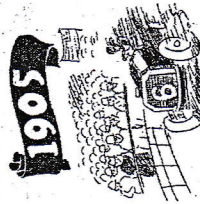
On December 1, 1924 the *Automobile Trade Journal* published its Silver Anniversary Issue. With the kind permission of the Horseless Carriage Foundation we are happy to reprint this series of condensations from that issue. The fee required by the Foundation was paid, courtesy of Dave Gast.



HERE COMES A HOLSMAN MOTOR BUGGY



THE CAPE OR FOLDING TOP



THE FIRST VANDERBILT CUP ROAD RACE

**T**HE Holsman Motor Buggy, with its 46 inch wheels, was introduced, which type of vehicle held an important place for five years and had many followers.

The cape, or folding top as we know it, was introduced by Peerless and a few others, and it gradually replaced the canopy top.

Windshields were shown on two or three cars at the Chicago Automobile Show. They were used as glass fronts on canopy top cars.

The side entrance tonneau brought longer wheelbases, the Stearns 119 inches being described as very long.

The first Midwest Tour, Chicago to St. Paul, was held.

Goodyear introduced universal rim to take either clincher or straight side tires.

Racing continued to attract attention and the mile record at Vanderbilt of 39 seconds was put at 34 1/5 seconds by H. L. Bowden. Webb Jay and White racer covered mile on dirt track in 53 seconds.

Four cylinder engines used for first time by Rambler, Oldsmobile, Studebaker, Chadwick and St. Louis.

Ford and Franklin had straight-eight engined racing cars.

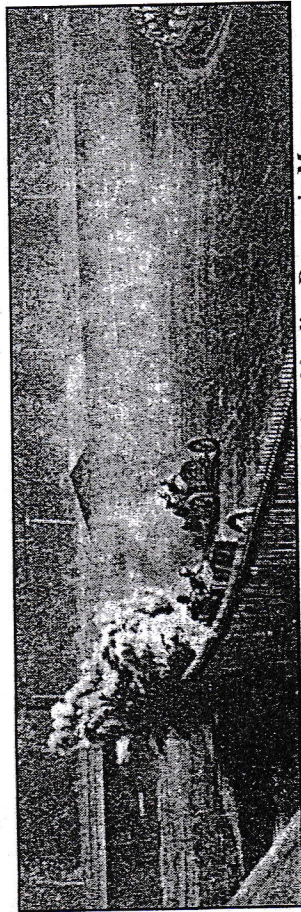
Pierce-Arrow fitted Hartford shock absorbers as standard equipment.

Magneto used on Packard and some other makes.

Fifth Avenue bus operation began in New York City.

Many trucks brought out. Packard, Oldsmobile, Maxwell, Mitchell, etc.

Minneapolis dealers sought to set up a plan to regulate used car prices.



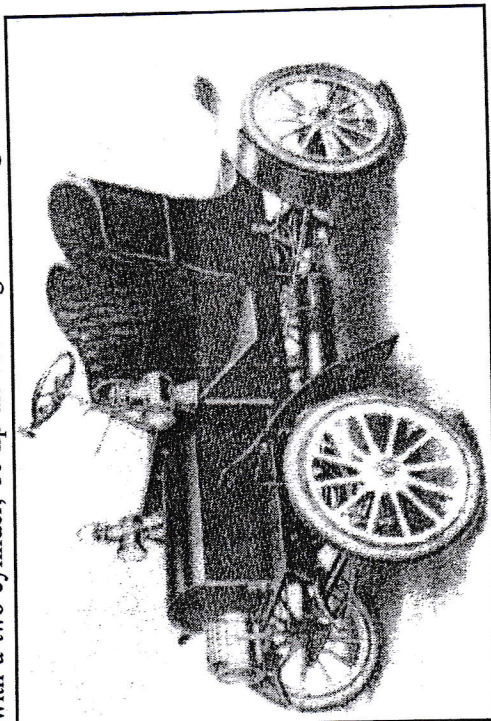
Brighton Beach Races. Whalen in National leading Ranger in Mercer.

# A CENTURY OF PROGRESS

There were four Marsh brothers in Brockton, Massachusetts and they spent three years building one steam car which was completed in 1899. The older brothers (Alonzo R. and William T.) were the steamrollers behind the project, but the younger boys

## 1899 Marsh Steam Runabout

(George R. and Clifton) assisted as well. Although two separate organizations (the March Motor Carriage Company and the Atlantic Automobile Manufacturing Company) were incorporated to produce the car, the brothers almost immediately thought better of the idea. After assembling perhaps three more steam carriages, all of them light runabouts, they proceeded to manufacture motorcycles instead from 1900 to 1905 through another firm they called the American Motor Company. But by 1905 the brothers were back in the automobile field when the American Motor Company introduced a 785 pound \$750 Marsh Runabout on an 80-inch wheelbase with a two-cylinder, 10 hp air-cooled gasoline engine mounted up front. Right-hand steering and an acetylene cyclops headlight fitted permanently into the front grill were featured. But the brothers once again had quick second thoughts and sold their automobile business to Charles

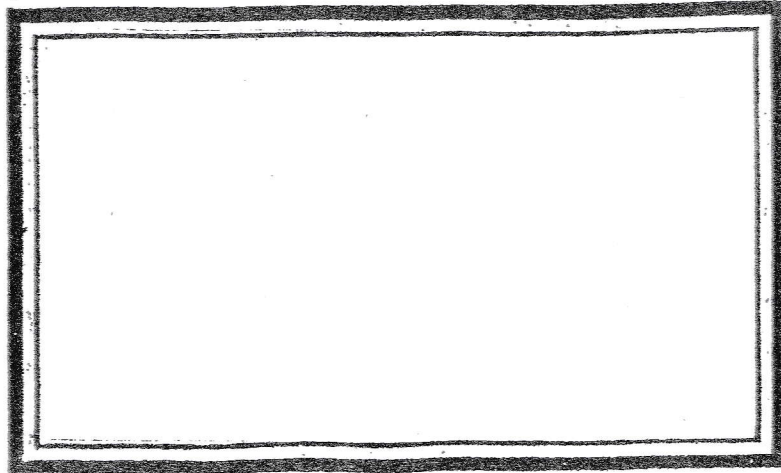


1905 Marsh Gasoline Runabout

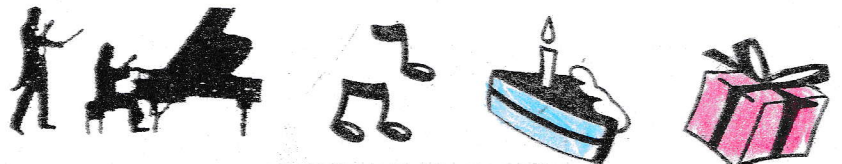
H. C. C. A. Santa Rosa  
 P. O. Box 3993  
 Santa Rosa, CA 95402



Happy BIRTHDAY



Happy Birthday



DECEMBER 4 MARK CHILDERS  
 DECEMBER 10 THERESA NELSON  
 DECEMBER 26 JANE CHILDERS  
 JANUARY 10 AL TRAVERSI (RIP)



Happy Anniversary

DECEMBER 14 MAURY & THERESA NELSON

Instructions for the Operation of Overland Cars

In the case of the Overland Model 69, open the two tell-tale cocks on the lower right side of the crankcase, shown in Fig. 4. The oil, when it is at the proper level, flows out of these cocks. If the level is too low (see note on following page) pour good gas-engine oil into the two breather pipes. Each cock and filler pipe is independent of the other, there being a partition in the center of the lower half of the crankcase, to prevent all the oil from running to the front or to the rear when the car travels down-hill or up-hill.

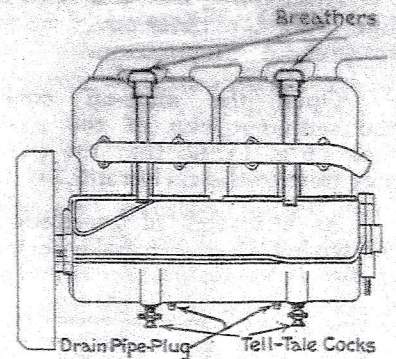


Fig. 4—Pour oil into breathers, and test by tell-tale cocks (Model 69)

Examine also the glass gauge on the mechanical oiler making sure that it is filled.

In the case of the motor of Model 71 the proper oil level is indicated by a red ball signal in the gauge.