

SIDE LIGHTS

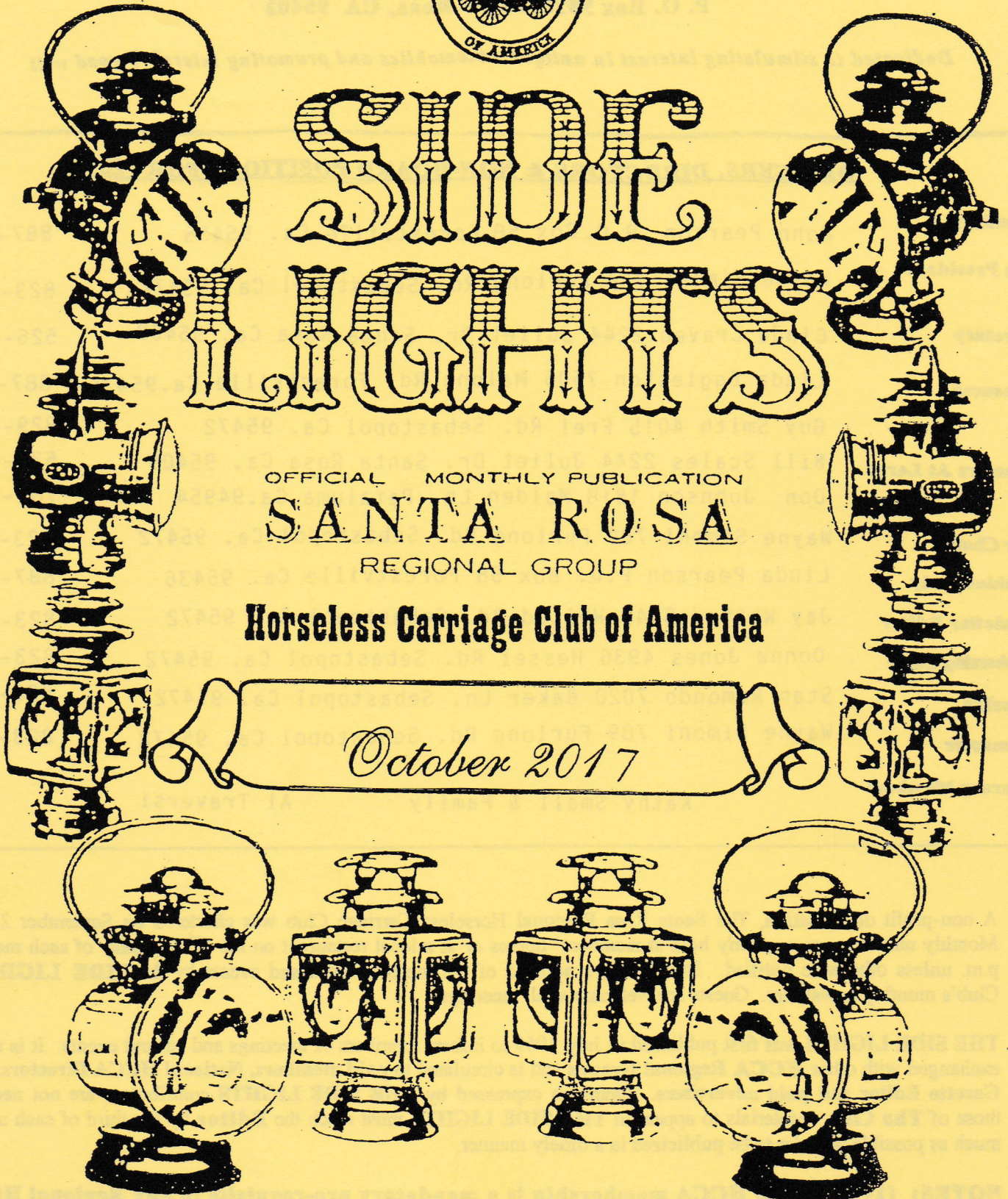
OFFICIAL MONTHLY PUBLICATION

SANTA ROSA

REGIONAL GROUP

Horseless Carriage Club of America

October 2017



**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

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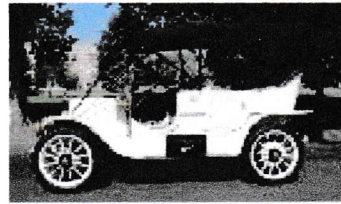
A non-profit organization, The Santa Rosa Regional Horseless Carriage Club was chartered on September 23, 1955. Monthly meetings are currently held at members' homes or at a local restaurant on the 3rd Thursday of each month at 7 p.m. unless otherwise notified. Members are notified of the meeting dates 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.**

PRESIDENTS MESSAGE

OCTOBER 2017



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 know that every club member has been affected by these horrible fires; whether you lost your own home or have a family member or friends who did it is a tough time for all of us. But we are a resilient bunch and will help each other survive this. Please let us know how you are doing through emails, texts or calls or ,better yet, try to make our Thursday meeting. I think we will be spending a large part of it checking in with everyone.

I want to thank the Smiths for doing the September tour. We did a last minute change of our lunch stop going to Jenner instead of Armstrong Woods.

I checked with the Tomales Bay hotel for late Oct. overnight tour; rates are 135 to 240/night before any discounts we may get. We may want to do a one night trip down that way in late October or early November.

We will discuss whether to have an October tour at Thursday's meeting.

We are still discussing going to Willits and Fort Bragg., but the fire damage may be a problem if we go that way This could be an overnight tour or possibly a one day modern car trip to ride the Skunk Train.

Best Regards

John Pearson



September & October Brass Car FUN!

A big thank you to Guy & Michelle Smith for organizing a great Sunday tour on September 24. Simonis, John Pearson and his friend Louis, along with Guy, Michele, and their grandson gathered at Pacific market for Michelle's warm, homemade muffins and then headed out via Green Valley Road to Hwy 116 where we met up with Linda and Daryl Eggleston with their 2 grandsons. A last minute decision was made to for-go Armstrong Woods (our original destination), and we agreed instead to go to Pearson's cabin at the mouth of the Russian River in Jenner.

It was a lovely destination on a picture-perfect west coast beach day. We hiked to the river, threw and skipped stones and relaxed in the sun, followed by a leisurely picnic lunch at the cabin. Michelle and Guy spoiled everyone with a dozen custom cupcakes from Sift Cupcakery!

We parted ways taking various routes home...while reveling in the beauty of Sonoma County. Thank you Guy and Michelle!!

Simonis just returned from the Hershey Swap Meet , followed by the 2-day Hershey Hangover Tour.

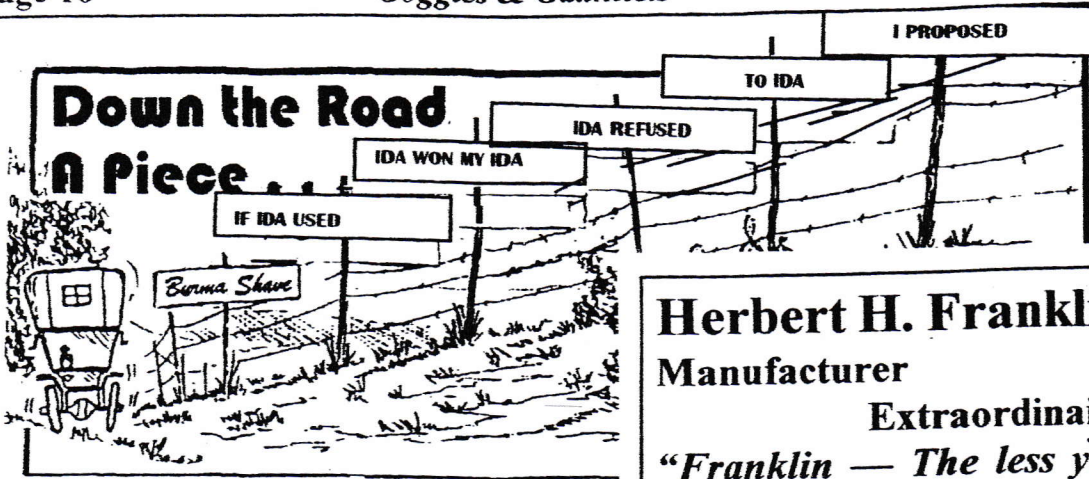
Kim's first time experiencing the breadth (!) of the Hershey Swap Meet (holy toledo – it's like Burning Man for auto-enthusiasts!) and I was quite overwhelmed! Automotive related "stuff" as far as the eye can see. Days of walking only allows you to see some of it!

The Hershey Hangover Tour started on the Saturday evening following the Swap Meet (October 7) with a social hour that evening at our home hotel in Denver PA. We had driven our Model T Touring up from Conestoga PA (where we store it) that afternoon, so were ready-to-roll on Sunday morning October 8. It was RAINING! No, after perfect weather all week, it decides to rain now??

However, by about 9AM, the rain relented, and although the roads were slightly wet, it promised to be a nice day and eventually was super. We headed out and had a GREAT day! Toured beautiful countryside, had a great lunch and never got rained on! Day 2 (October 9) we weren't quite so lucky (steady rain), but we were smart enough to have returned our Model T to its garage the previous evening, figuring our weather good luck couldn't last (the weather report did say 100% rain likely). We still had a great time touring modern. On both days of the Hangover tour we were served the best lunches we have ever had on any tour, by far, east or west.

30 touring cars, 60+ happy people, Hershey Hangover = priceless!!

Submitted by: Kim Simoni



FOR 25 YEARS enthusiasts have been trying to get an elderly lady in Syracuse, New Your, to “talk” —to relate human interest stories about a man for whom she served as secretary for 55 years. The lady is Miss Stella Tague, and her employer from 1901 until his death in 1956 was Herbert H. Franklin. Unfortunately Miss Tague’s sense of loyalty always kept her from volunteering any tales about the late H. H. Franklin.

But what she has failed to do in providing background data about one of the earliest automotive pioneers, the Onondaga Historical Association of Syracuse has, most unexpectedly, done — and to a degree that no one person’s memory could possibly equal. What the Society did was uncover a book containing 600 copies of personal letters written by Franklin between 1900 and 1903!

Franklin was born on a farm near the town of Lisle, about 50 miles south of Syracuse. Young Franklin insisted on going as far as he could in the school system as it then existed, and he attended the Lisle Academy, constructed the same year that Franklin was born — 1866. The school’s bell was rung for the last time less than 48 hours before the death of its most famous alumnus on April 16, 1956.

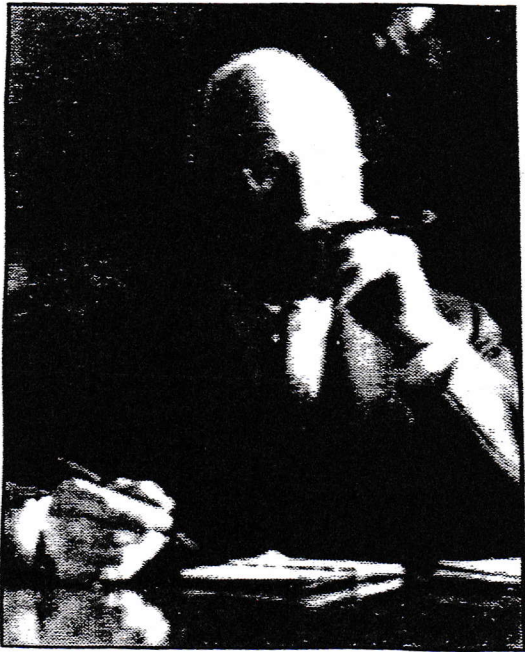
His first job, at age 19, was in a shop building sleighs. Upon leaving this job he made his way to the town of Coxsackie where he went to work for the newspa-

Herbert H. Franklin Manufacturer

Extraordinaire

“Franklin — The less you know about motor cars, the more you need a Franklin. And the more you know, the more you WANT one.”

— from Franklin advertisement
thanks to *The H.H. Franklin Foundation*



H. H. Franklin, about 1935. Shown in his sister’s home in San Remo, Italy

per. In time he learned the whole operation from typesetting to advertising layout and writing. Within six years he was the paper's proprietor.

Around 1893, Franklin learned of a "hydrostatic molding" process. This new method had great significance to manufacturers. Although Franklin was not the inventor, he was the first to exploit it. He sold the newspaper and moved to Syracuse where he established the H. H. Franklin Mfg. Co. on July 14, 1893, in partnership with H. G. Underwood, the inventor of hydrostatic molding.

Franklin coined a new word for this new process — "die-casting" — and so is now credited with being the father of that industry.

In 1898 John Wilkinson, a young engineering graduate from Cornell, built his first car, which had a four-cylinder, air-cooled engine. Wilkinson happened to give Franklin a ride in the car, who was impressed and decided to join with several individual investors who also believed Wilkinson's work showed promise. And so, despite numerous complications, H. H. Franklin was launched in the automotive business.

As successful as the earlier cars were, later years brought trouble. Following the First World War, Horace M. Benstead became assistant to the president of the company. He remained with Franklin for only a short period, but he was active in financial plans for the company in 1928 and again in 1931, when he was retained to work out plans to save the company. After the plan had been

rejected by the banks he heard a ring at his front door. A liveried chauffeur was there, who pointed at a Franklin sedan at the curb. He handed an envelope to Benstead and said simply, "With Mr. Franklin's compliments."

A few paragraphs from the Benstead article stated;

"Herbert H. Franklin, a country boy with only a grade school education, left an indelible impact on the then evolving history of the automobile. Of all the automobile companies started in the years between 1900 and 1935, only a handful survived. The life span of many was relatively short. But it was 'never say die' with Franklin and until the end, outwardly at least, he gave the impression that the situation was in hand and that all would end up well for the company.

"Getting into production, it was not long before the Franklin air-cooled car program needed more money than the die-casting business could produce — more also than the capital funds that came from John Wilkinson's early backer. From that time on it could be said that for the entire life of the company Franklin was constantly in search of money.

"The success of the Franklin car and the enthusiasm of the Franklin owners was undoubtedly a cause for General Motors to make overtures to buy Franklin's majority interest in the early 20s. The sum mentioned was reportedly in eight figures. But Franklin's determination to make it as an independent proved not to be the best judgment insofar as his personal fortune was concerned.


"One of the peculiar conventions

of Franklin management was that while he was the majority stockholder and president, he had full control only of sales and finance. Factory procedures were largely controlled by the engineering department, while the design of the car and, of course, the development of the engine and chassis were wholly dominated by that department. Dealer suggestions and customer complaints were given only such credence as the engineering department believed they were entitled to. A standard answer was that the engineering department knew what was best for the car owner.

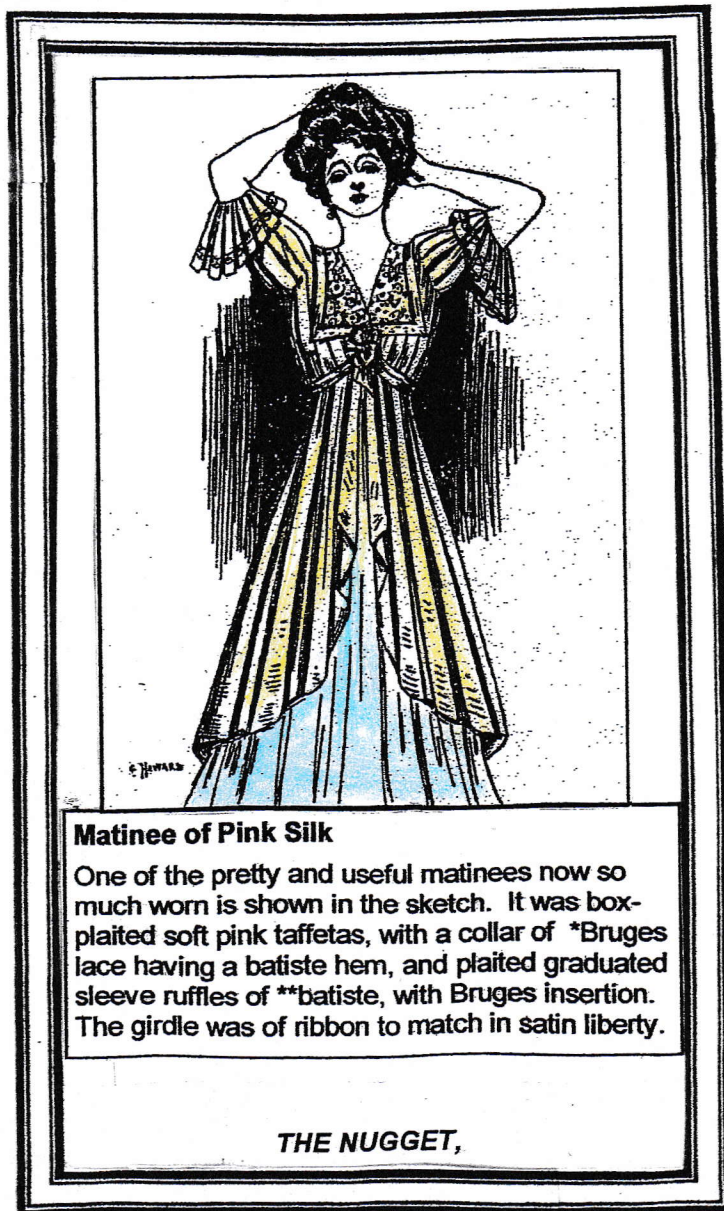
"A concept of production that sometimes involved needless use of capital was that Franklin could do a better job of producing parts than an outside manufacturer. Relative skills were submerged to the axiom that the Franklin engineers knew best. This type of thinking resulted in the acquisition of equipment that stood idle a good part of the time. The company also

seemed to begrudge a profit made by an outsider, failing, it seemed, to properly assess capital investment and its adequate use. But, his mind full of ideas and enthusiasm for tomorrow's prospects, Mr. Franklin was easily convinced that today's realities would be obsoleted by brighter tomorrows."

Franklin lived to be almost 90.

The history of this company was typical of the first third of this century, a small independent either merged or bankrupted by events larger than itself. General Motors just barely made it. Franklin did not. 

from *Antique Automobile*
May-June, 1978

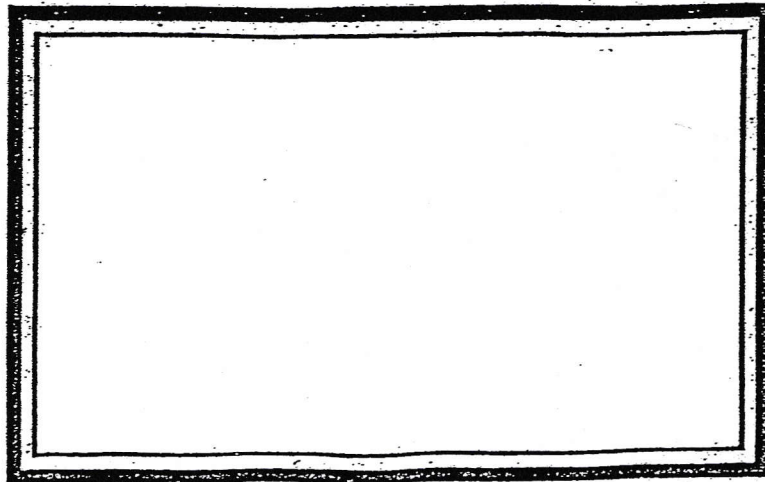


Matinee of Pink Silk

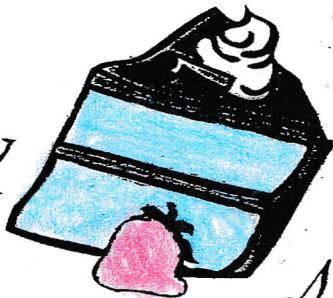
One of the pretty and useful matinees now so much worn is shown in the sketch. It was box-plaited soft pink taffetas, with a collar of *Bruges lace having a batiste hem, and plaited graduated sleeve ruffles of **batiste, with Bruges insertion. The girdle was of ribbon to match in satin liberty.

THE NUGGET,

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



WARM BIRTHDAY WISHES



OCTOBER 10 RICHARD WINTERHALDER
OCTOBER 11 LINDA EGGLESTON
OCTOBER 20 JIM FLINT

Happy Anniversary

OCTOBER 10
RICHARD & ANNE-MARIE WINTERHALDER

THE LADIES HOME JOURNAL
October 1901
Autumn Hat

