

The Brass Lamp

THE SUMMER-FALL MAGAZINE

-2023-



Thoughts from Your President:

By John Hartmann

Another year of driving fun is wrapping up. Most of you are putting the car cover on and closing the garage door. While you are doing that, take a moment to reminisce about the year we have just enjoyed. As a club we watched the eagles soar in Clarksville, visited the Mitchell Museum in Boonville and visited the Fabulous Fox. Participated in the Greater St. Louis Auto Show, had a very successful Easter Concours (complete with perfect weather), fun Father's Day show (till it rained). The swap meet and car show at Chesterfield was great as was the Brass, Nickel, & Prewar show at THMOT. We visited Pere Marquette Park for lunch, Decatur, Il for the Chevy Hall of Fame Museum and the Classic Bike Headquarters in Villa Ridge. Ice cream, corned beef and chili (not together) were tasty. Fun August picnic and now we're up to the last two events in 2023, cruise to The Wittmond Restaurant on Nov 5 and the annual meeting and Christmas Party on Dec 3. Check out the upcoming events page for the next three months. I want to have an adventure each month. Give me your suggestions. It's hard not to conflict with other club events, and most of us are involved with other clubs. Talk to me so we

INSIDE THIS ISSUE

- Thoughts from Your President
- Friendly Rivals...
- Car Show and Swap Meet
- Brass and Nickel
- Scenes from Our Picnic
- Calendar to Next Year—Early 2024

minimize the conflicts. Enclosed in this Brass Lamp is your 2024 renewal form. PLEASE fill it out completely, even special members who don't pay should fill out the form and return it to keep our records up

to date. It is important that we have an E-mail address for each member. This list is NOT

Next Activities...

November

- 5-Cruise to Wittmond Hotel
- 17th-White Elephant Charity Auction

December

- 3-Annual Mtg./Holiday Party at Royal Orleans

January 6-Visit to Creve Coeur Airport

- January 18-21 Auto Dealers Show

sold and is confidential for member use only. A goal for 2024 is to distribute the Brass Lamp and other information electronically. This is a huge cost savings and helps to keep the annual dues low. PLEASE BE SURE WE HAVE AN ACCURATE E-MAIL ADDRESS. Happy Holidays and keep motoring, John PS: Gerry Perschbacher has agreed to a tour of his facility. He needs help straightening the place up. Hint, hint reach out to him and offer a day to help with his effort and we'll get a chance to see his cars and history collection in Spring.



Officers/Directors

President

John L. Hartmann
(314) 313-0305

1st Vice-President/Programs

Gerry Perschbacher
(314) 724-6865

2nd Vice-President/Membership

Todd Tobiasz
(314) 540-2431

Treasurer

Kevin Williams
(314) 258-0574

Recording Secretary

Russell Neal
(314) 368-2001

Corresponding Secretary

Neal McIntyre
(314) 494-0346

Directors

Melba Nolan (2025)
Mark Goldfeder (2025)
Keevin Schier (2024)
Sandy Neal (2024)
Mike Ebert (2023)
Sharon Mercer (2023)

The HCCM Publication Committee

Larry Hassel (Lead)
646 Woodhill Estates Drive
Ellisville, MO 63021
636-484-0227

Webmaster

Kevin Williams
(314) 481-9111

Special Events Coordinator

Neal McIntyre
(314) 494-0346

Special Liaison and Parliamentarian

Gerald Perschbacher

Easter Show Chair (2023)

Michael Ebert

Car Show and Swap Meet Chair

Elliott Cytron

www.hccmo.com

(314) 991-HONK



Celebrating 75 Years in St. Louis!

Notes from the Editor:

THE EDITOR'S COLUMN

Compiled By Larry Hasse

ELECTROFYING!!!



Electric vehicles were introduced more than 100 years ago and we're seeing somewhat of a Renaissance today...that is, we are seeing a rise in popularity today for many of the same reasons they first became popular.

Whether it's a hybrid, plug-in hybrid or all-electric, the demand for electric drive vehicles will continue to climb as prices drop and consumers look for ways to save money from increasing costs of fossil fuels. As the infrastructure improves along with battery technology, the viability of electric vehicles should have more than a limited appeal.

The Origins...Why was there an "Electric Foothold" in the Early Days of Motoring?

It's hard to pinpoint the invention of the electric car to a singular inventor or country. Instead it was a series of breakthroughs -- from the battery to the electric motor which took place in the late 1800s that led to the first electric vehicle on the road emerging in the Victorian Age.

In the early part of the century, inventors in Hungary, the Netherlands and the United States -- including a blacksmith from Vermont -- began brainstorming the conceptualization of a "rechargeable" battery-powered vehicle and created some of the first small-scale electric cars. Robert Anderson, a British inventor, developed the first crude electric carriage around this same time, it wasn't until the second half of the 19th century that French and English inventors built some of the first practical electric cars for the world to see.

Here in the U.S., the first successful electric car made its debut around 1890 attributed to William Morrison, a chemist who lived in Des Moines, Iowa. His six-passenger vehicle was capable of a top speed of 14 miles per hour. It was little more than an electrified wagon, but it helped spark interest in electric vehicles and the art of the possible.

Over the next few years, electric vehicles from different automakers began popping up across the nation. Of course roads were what was lagging behind and the limited distances in cities made electric vehicles somewhat feasible. New York City had a fleet of more than 60 electric taxis. By 1900, electric cars were at their heyday, accounting for around a third of all vehicles on the roads. During the next 10 years, electric cars continued to show strong sales.

The early rise and fall of the electric car

To understand the popularity of electric vehicles circa 1900, it is also important to understand the development of the personal vehicle and the other options available. At the turn of the 20th century, the horse was still the primary mode of transportation. Think about the by-products of the horse and the need to feed and care for the creature. However, as Americans became more prosperous, they turned to the newly invented motor vehicle -- available in steam, gasoline or electric versions as an innovative form of transportation. It was the "new green deal" of the last century...cleaner in many regards and limited to the "elite" of the day. Exhaust pollution was not a factor because automobiles of all sorts were few and far between.

Steam was a tried and true energy source, having proved reliable for powering factories and trains. Some of the first self-propelled vehicles in the late 1700s relied on steam; yet it took until the 1870s for the technology to take hold in vehicles of the day. Part of this is because steam wasn't very practical for personal vehicles. Steam vehicles required long startup times -- sometimes up to 45



Continued on Page 3...

minutes in the cold -- and would need to be refilled with water, limiting their range. There was also the potential for fire and explosion as well.

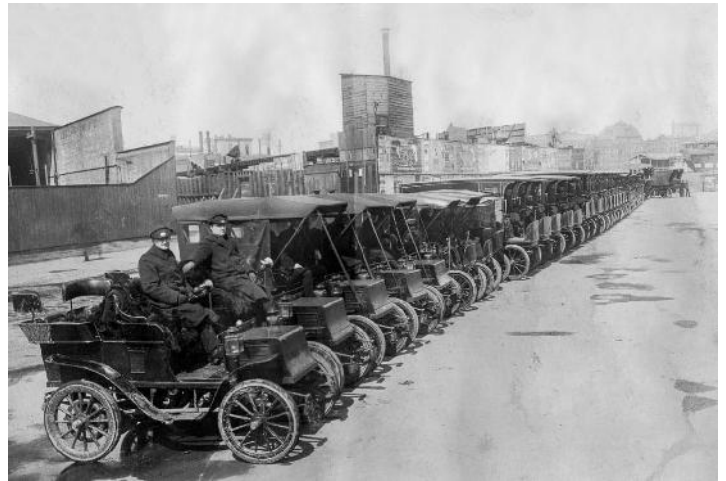
As electric vehicles came onto the market, so did a new type of vehicle -- the gasoline-powered car -- thanks to improvements to the internal combustion engine in the 1800s. While gasoline cars had promise, they weren't without their faults. They required a lot of manual effort to drive -- changing gears was no easy task and they needed to be started with a hand crank, making them difficult for some to operate. They were also noisy, and their exhaust was unpleasant. Certainly it wasn't as unpleasant as horse manure but electricity was clean and there were virtually no byproducts to deal with.

Electric cars didn't have any of the issues associated with steam or gasoline. They were quiet, easy to drive and didn't emit a smelly pollutant like the other cars of the time. Electric cars quickly became popular with urban residents -- especially women. Don't think that manufacturers didn't capitalize on that and the "simplification" that electric cars facilitated. They were perfect for short trips around the city, and poor road conditions outside cities meant few cars of any type could venture farther afield. As more people gained access to electricity in the 1910s, it became easier to charge electric cars, adding to their popularity with all walks of life (including some of the "best known and prominent makers of gasoline cars" as a 1911 *New York Times* article pointed out). It was all about ease of use and a limited scope

Many innovators at the time took note of the electric vehicle's high demand, exploring ways to improve the technology. For example, Ferdinand Porsche, founder of the sports car company by the same name, developed an electric car called the P1 in 1898. Around the same time, he created the world's first hybrid electric car -- a vehicle that is powered by electricity and a gas engine. **Thomas Edison**, one of the world's most prolific inventors, thought electric vehicles were the superior technology and worked to build a better electric vehicle battery. Even Henry Ford, who was friends with Edison, partnered with Edison to explore options for a low-cost electric car in 1914, according to *Wired*.

It was Henry Ford's mass-produced Model T that dealt a blow to the electric car. Introduced in 1908, the Model T made gasoline-powered cars widely available and more affordable. Suddenly, there was a car that was not limited by city space and lack of good roads in the countryside. We also saw the advent of gasoline mechanization down on the farm. By 1912, the gasoline car cost only \$650, while an electric roadster sold for \$1,750. That same year, Charles Kettering introduced the electric starter, eliminating the need for the hand crank and giving rise to more gasoline-powered vehicle sales and practical ease of use that was somewhat of a compromise.

Other developments also contributed to the decline of the electric vehicle. By the 1920s, the U.S. had a better system of roads connecting cities, and Americans wanted to get out and explore. With the discovery of Texas crude oil, gas became cheap and readily available for rural Americans, and filling stations began popping up in a prolific manner across the country. By comparison, very few Americans outside of cities had electricity at that time and electric became rather impractical outside of cities. In the end, electric vehicles all but disappeared by 1935.



New York City Electric Fleet in early 1900s...some 60 plus vehicles for various city duties.

The Electric Vehicle Conundrum...

A Compilation of Thoughts...

PART I

Many of us have taken serious consideration to the idea of owning an electric vehicle. The following traces my conundrum in deciding whether to trade in my daily Internal Combustion Engine (ICE) powered vehicle for an EV or continue to take a "wait and see" approach for another few years. Here is my compilation of what I have read and studied and my current conclusions that could eventually change as EV technology improves, and ranges/battery life becomes greater. I'd like to say, there is no right or wrong...it is "that shoe fits wear it thing..." I go back to the very earliest days of electric vehicles in the 1800s and many of the arguments from then hold true today. We have to study the earliest forms of electric motive transportation to fully understand the challenges today. Larry Hassel

For a couple of weeks over the hot July-August months I had my "ICE (Internal Combustion Engine)" daily driver in the shop getting fitted with a new timing chain and associated pieces and decided it would be a great opportunity to test drive some electric vehicles and maybe decide to purchase one and drink the "Green New Deal Lemonade." I remembered the presentation by the Ameren Missouri folks on the virtues of electric vehicles at one of our HCCM meetings. I also remembered looking across the audience and seeing a lot of heads nodding in extreme disapproval. As the HCCM organization we are a conservative lot and given our passion, we are not going to give up on our "carbon based" fossil fuel vehicles without a fight. Cer-

tainly, this change in mindset requires a significant paradigm shift and the ability to “Eat a lot of Humble Quiche.” I try to keep an open mind and understand the ramifications of Global Warming which is very important. I’ll try to leave the politics out and report my findings and trace some history and data pro and con.

The first EV (electric vehicle) I rented from Hertz was a Tesla Model 3. I studied the vehicle in the Hertz parking lot and took about ½ an hour to figure out the touch screen near center console which is the nerve center for this vehicle. The rental person offered no real help other than to tell me where to put the credit card like key (I will call it the magician’s magic wand). No displays are directly in front of you, which is disconcerting and takes some getting used to. Remember, you are now driving a subway train. The problem with a touch screen display is there is no tactile sensation of feeling a knob or button and your hand reaches out into space and you must look at what you are trying to find momentarily taking your eyes off the road. That is bad!!! I admit that I loved the quietness (only motor whirr and some tire hum) and the lightning fast “press you into the seat” acceleration. It is fun to drive and leave Porsches in the dust straight line (maybe wishful thinking). When I plugged the car in at home with an extension cord, I managed to accumulate about forty miles of range with a “long” overnight charge amounting to eight to ten hours. If I were to purchase a car like this (around \$45,000+) I would have to opt for an electrician to come out and install another 220-volt line and charger system (costly and the need for a new electrical breaker box). In the time I was driving electric I also drove a Tesla Model Y, a Volkswagen ID4 and a Chevy Bolt. The problem with all these vehicles is range... around 269 miles max. (Tesla). Tell me, how many of you driving down I-44 have seen an exit sign that says...charging station at this exit? Don’t drive too many rural roads...there is nothing out there. We see plenty of “fuel at this exit signs (referring to gasoline and diesel).”

Charge time is around 35 minutes to an hour for all the vehicles I tried at commercial charging stations (and yes, some were easier to use than others while some just plain did not work). It is cheaper than gasoline for sure but how valuable is your time? Tesla Superchargers can be found in Brentwood (behind Microcenter Computers) and at Wally’s on I-44. Others are planned but with three different systems out there to charge vehicles, the infrastructure is just not there yet, and it certainly is not in much of rural America (I understand this may exclude areas on the Eastern Seaboard where this infrastructure is more established). In *The Atlantic*, General Motors CEO Mary Barra claimed that the electric Ford F-150 performed better than the combustion engine in regard to torque, handling and performance—turns out, that was no exaggeration and I don’t disagree with her. We will not address load and ambient temperature versus battery life and capacity diminishing. What if the computer fails also?...they do and have. I know of a Tesla situation where the person has been stranded at least twice due to a computer glitch and no warning it is going out.

The electric proponents will tell you that when you turn on your light switch at home, it turns on instantaneously. When you rev up a gas engine, you must inject the fuel from the tank into the cylinder. Then, you need to have a controlled explosion and that explosion needs to push something up and down. All of that takes time and can be quite sluggish. Electric motors are instantaneous but that oversimplifies things. That’s why it feels like an electric car shoots forward at the touch of the accelerator pedal. It is great when everything is working fine but that annoying computer...who knows. Beyond speed, there are many practical

factors that can make owning an electric vehicle more convenient. There are no oil changes, ever. There is no replacing the radiator, catalytic converter, timing belt/chain or muffler. There is really no maintenance, except for changing the tires and certain suspension components, refilling your windshield cleaning fluid and replacing the windshield wipers occasionally. Consider that a transmission issue can run anywhere between \$1,200 and \$5,000 to repair, while broken electric motors fall between \$150 and \$1,100. Should you be unlucky enough to have to replace the catalytic converter (which can be easily stolen in some gas-powered cars), you can easily see a bill of up to \$4000 with some vehicles.

Most importantly, there is the whole point of owning an electric vehicle: No more pumping gas. No one (or, at least, we had but very few) has a gas station at their house, but you can plug in your car before you go to sleep and wake up with a full battery the next morning excluding Amish buggy drivers with hay burners. No more idling at the gas station after work. Instead, plan to sip your Starbuck’s Pumpkin Spice Latte for at least 35 minutes while you are “revolting.”

All of us appreciate the positive effect electric vehicles can have on air quality, and therefore human health. “Tailpipe emissions from conventional gas-powered vehicles contain more than just greenhouse gases. They also emit sulfur dioxide, particulate matter, and other harmful pollutants, which are associated with respiratory and cardiovascular issues and disproportionately impact marginalized communities. Electric vehicles do not have tailpipe emissions.” However, do not forget where electricity is generated and that might just be a nasty coal fired electric plant.

Here are some universal axioms I concur with:

Electric Trucks (Rivian, Ford, Tesla coming):

Towing and significantly weighty payloads in the bed can significantly reduce the driving range of an electric truck like the Rivian R1T, making long trips with a travel trailer (for example) less convenient than with a diesel-powered tow vehicle. The Rivian R1T has four electric motors and an impressive driving range of 328 miles on a full charge. This driving range makes heading into the wilderness with the off-road-equipped Rivian truck a pleasure for any adventurous soul, but towing a trailer can change that feeling. The towing capacity of the R1T is 11,000 pounds, but adding a trailer to the mix reduces the driving range by half. This means the driving range of a Rivian R1T with a trailer is only 164 miles. Next think about the time it takes to recharge, and you will stop several times along the way just to pull a trailer where you want to go. Let’s compare this to a diesel-powered Ford F-150 with a 620-mile range on a full tank. You will still cut this in half by adding a trailer. However, it will take a lot less time to refuel the diesel-powered vehicle.

Part II will appear in the next Quarterly Issue of the Brass Lamp slated for Winter-Spring 2024.



ATCH SUNDAY MORNING, FEBRUARY 14, 1909. ST.

SOME OF THE FIRST AUTOS EVER SEEN IN ST. LOUIS

FERRY LEWIS, WHO BUILT FIRST ELECTRIC AUTOMOBILE IN ST. LOUIS!

A. L. DYKES FIRST GASOLINE CAR

1912 *Waverley* ELECTRIC

MACCARTHY-ARCHER AUTOMOBILE CO.
5143-45 DELMAR BLVD.

Branch: 439 N. Euclid Forest 626-627 Delmar 610 Forest 1920 Forest 8070

SALES AGENCY FOR THE *Detroit* ELECTRIC
COMPLETE GARAGE SERVICE

ST. LOUIS UNION TRUST CO. Capital and Surplus TEN MILLION DOLLARS 4TH and LOCUST.

2030 ASP GOULD'S 1907 DIRECTORY AUT

MISSISSIPPI VALLEY AUTOMOBILE CO.
THE ONLY COMPLETE AUTOMOBILE ESTABLISHMENT
Automobile Row, 3927 to 3933 OLIVE

Up-to-date Touring Cars and Closed Electrics for Hire
STORAGE--REPAIRING--PAINTING
ALL KINDS OF BODY WORK
AGENTS FOR
Pope-Toledo—Pope-Hartford—Pope-Waverley—Woods' Electrics and Elmore-2 Cycle

W. H. McLARAN & CO., Gen'l Agents
107 and 928 Central Bldg. Cor. Pine & S. E. H. Cor. Pine
Phones: Kinloch, Central 2104; Bell, Main 5152

ON SURETY GO. } BONDS

*ASPHALTUM (Manufacturers)
AMERICAN ASPHALT ASSN.
Sterling P. Eaton, Vice-Pres. and Genl. Mgrt. 919 Watweight Bldg. Chestnut, av. cor. 7th

TRINIDAD ASPHALT MFG. CO.
Offices, 317 S. 21st. Works, 320 to 321 S. 21st. Both Phones

ASSAYERS
Rogis Chauvenet & Brother

ST. LOUIS SAMPLING & TESTING WORKS. W. B. Potter, Mgr. 1225 and 1227 Spruce. Tels. Main 2317, Central 4917

*ATHLETIC GOODS
Briggs-Vanderweert-Pearney
Formerly The Simmons Store, BROADWAY AND ST. CHARLES.

SPALDING A. G. & BROS.
710 Pine. Tels. Bell Main 1097, Kinloch Central 4891

*ATTORNEYS AT LAW

2182 ASS GOULD'S 1905 DIRECTORY. AUT

MISSISSIPPI VALLEY AUTOMOBILE CO.
3927 to 3933 OLIVE.

GASOLINE AND ELECTRIC **Automobiles** AGENTS FOR THE
OLDSMOBILE AND TEN OTHER FACTORIES

ELECTRIC RUNABOUT.

STUDEBAKER AUTOMOBILES

"The Automobile with a Reputation Behind It."

WE are now prepared to meet the needs of those who are seeking an automobile for convenient local use—a machine which can safely and easily be handled by any member of the family—or a full-powered touring car for wide radius touring.

THE STUDEBAKER ELECTRIC

Early St. Louis Advertisements for Gasoline and Electric Vehicles...both propulsion systems ran "neck and neck" with steam following in third. For a while, it seemed as if electric cars were most appealing due to ease of use. Ads are courtesy of Dr. Gerald Perschbacher, LL.D.

HCCM Recent Obituary Notices...

Yaeger, Earl William

85, went to be with the Lord on July 31, 2023. He was born December 31, 1937 to Elmer J. and Esther F. Yaeger.

He married Sharon Cordevant and had two children: Earl W. "Bill" Yaeger Jr. (Jennifer Abdel-Azim), and Sara Panagos (Stephen Nichols). He has four grandchildren: Earl W. (Emma) Yaeger III, Alexandria Panagos (Austin Jones), Emily Panagos (Zach Taylor), and Abigail Yaeger. He is survived by his sisters, Esther Lee and Evelyn Yaeger. He was preceded in death by his mother and father and brother Edward (Putzy). He was an uncle, great-uncle and friend to many.

Earl served in the United States Army Reserves from 1961-1966. He retired from Anheuser-Busch where he was employed for 32 years. Earl attended Messiah Lutheran church and then later became a member at Peace Lutheran. Earl had a great passion for cars and continued to be active in various car clubs until 2019. He was also very handy when it came to woodworking and enjoyed many years in a wood carving club.



Moses, Betty Jo (nee Cook)

Born Jan. 7, 1925, in Marquand, Missouri, passed peacefully in her home in Webster Groves on Aug. 7, 2023. Betty was the youngest child of Robert and Bessie (Dees) Cook. She was preceded in death by her brothers, Bennie (Frances) Cook of Indianapolis, Indiana, and Raymond (Mildred) Cook of Chaffee, Missouri.

Betty is survived by her niece, Leanne (Fred) Flook of Benton, Missouri; and her nephews, Kenneth (Diane) Cook of Chaffee, and James Cook of Scott City, Missouri. She had 14 great nieces and nephews and numerous great-great-nieces and nephews.

For most of her working life, Betty was an executive secretary. She enjoyed her work and was a great asset to her employers. Some of her fondest memories are of her time at Falstaff Brewing Corporation. She retired from the USPS Bulk Mail Center of St. Louis. She was active in the St. Louis chapter of the Executives Secretaries, Inc., serving as the local president in 1972. She held her real estate license for many years. She also had rental properties that she owned and managed.

Betty was active in her community in various organizations. She was a member of the Daughters of the American Revolution, the Missouri State Society Daughters of the American Colonists, The Order of the Eastern Star of Missouri, the Young Women's Christian Association and the Woman's International Bowling Congress, Inc. She was a member of the congregation at Webster Hills United Methodist Church.

Betty was a collector of antique cars. She was an active member of the Model T Car Club, The Classic Car Club of America and the local Spirit of St. Louis Regional Club, as well as the Horseless Carriage Club of Missouri, Inc. She also volunteered over 3,500 hours with Missouri Baptist Medical Center. Betty's other hobbies included travel, sewing, square dancing, boating and genealogy.



Martin James Luepker

Passed away suddenly on Monday, September 25, 2023 at the age of 60. Marty was the loving father of Emily (Walden Davis) Luepker and Martin C. Luepker; beloved son of Sue and the late Martin Ralph Luepker; cherished brother of Jill (Dan) Magoc; dear uncle of Danielle and Allison (fiance' Jake Weber) Magoc; and a dear friend to many in his lifetime.

Marty was the son of Susan Luepker and Martin Luepker, Jr. (Past-President of HCCM). He was an active car collector and hobbyist much like his father. They shared in the hobby that evolved into obtaining cars for feature movies and TV commercials.

Marty was always full of interesting stories much like his dad and could often be found at the family restaurant, Al Smith's Feasting Fox.

A visitation was held Sunday, October 1, 2023 at Hoffmeister Colonial Mortuary, 6464 Chippewa Street, St. Louis MO 63109. A graveside service was also held on Monday, October 2, 2023 at 1:30pm at Resurrection Cemetery, 6901 Mackenzie Road, Affton MO 63123. In lieu of flowers, contributions were requested in Marty's memory to the VAL community garden and Pocket Park that Marty worked to develop in his neighborhood would be greatly appreciated by his family and friends. Please visit Dutchtown Community Improvement District (DTCID) at <https://www.dutchtownstl.org/cid> for information on giving.

'THUMBS UP' FOR TOM TAYLOR

by Gerald Perschbacher, LL.D.

It's hard to find anyone in HCCM's nearly 80-year history who could surpass Tom's phenomenal personality and wholesome character. From the start, he was a "can-do" man with a heart that bore golden results. Over the years he was asked by this writer and others if it was possible to find the right tool for a repair or to find a "fix" to a mechanical problem. Being a tool expert who ran a specialty company, he often said, "Can do." And he did!

It seemed there was never a tool-related challenge that made him surrender. He was, simply, a never-say-no fellow, the type you can trust as a true friend even when the problem seemed insurmountable. Some may say that finding the proper tool to fit a situation is just a matter of availability, selection, and cost. In Tom's case, he carried his adoration of tools to a higher level and applied it to people. He may not have fully realized how masterfully he held to this precept, but he did. Regularly. And reliably. For the good of others, especially. His wit and wisdom entwined. He liked simple humor that smacked of "down-home thinking," had keen sensibility, quickly assessed a challenge, and showed a creative bent in his use of words. Often he waited for the first word on most matters to come from wife Butch then reserved any additional comment for himself as a final cinch of the wrench to tighten her point. They were a delightful and totally realistic couple, and upon her passing Tom still kept her memory freshly alive in his life.

Tom was brimming with well chosen words, like a master craftsman picking the right tool for a particular task. He often fit the right word to the proper time and gave a twist to adjust the challenge or to insert humor to offset a problem.

I do believe he saw people as tools to fix problems. That was his attitude. When he saw a problem looming, he helped without being asked. No sense waiting if he knew the fix. And when asked by this writer to be assigned a particular task in HCCM activities, he did not stammer. He was right-to-the-point, either *yes* or *no* or "*let me think about it*" with a final word in minutes or a couple days. Tom always seemed properly assertive, assessing a matter and giving a response that let you know how he stood.

I equated his quietness to contemplation. Once his words bounded forth, he enjoyed a captive audience among friends. True friends. And Tom had many. One comes quickly to mind: Ken Ruffkahr, a past HCCM board member. "Kenny" as he often was called, was a quiet man in general, but a man who knew what he wanted. Sometime in the 1970s he heard of a 1951 Dodge Wayfarer with extremely low mileage and bought it. In time, Butch simply adored that car and, when the time came, she and Tom became its next caretakers. Ken was like a father figure to Butch especially. So it was in 2021 that Tom singlehandedly took the Dodge to one of our Father's Day shows out of respect to his late wife and their departed friend. "I had it in mind to do it," he told me at the show. "Just felt the urge. It seemed good and right."

Call it the right tool for a very human situation with a salute to a dear departed wife and a close friend who themselves were included in the toolbox of life.

Condolences to the Taylor family with a word of heartfelt thanks for sharing Tom with us in so many ways! Also, thanks to HCCM member Ken Crowder for being a support and close friend to Tom.



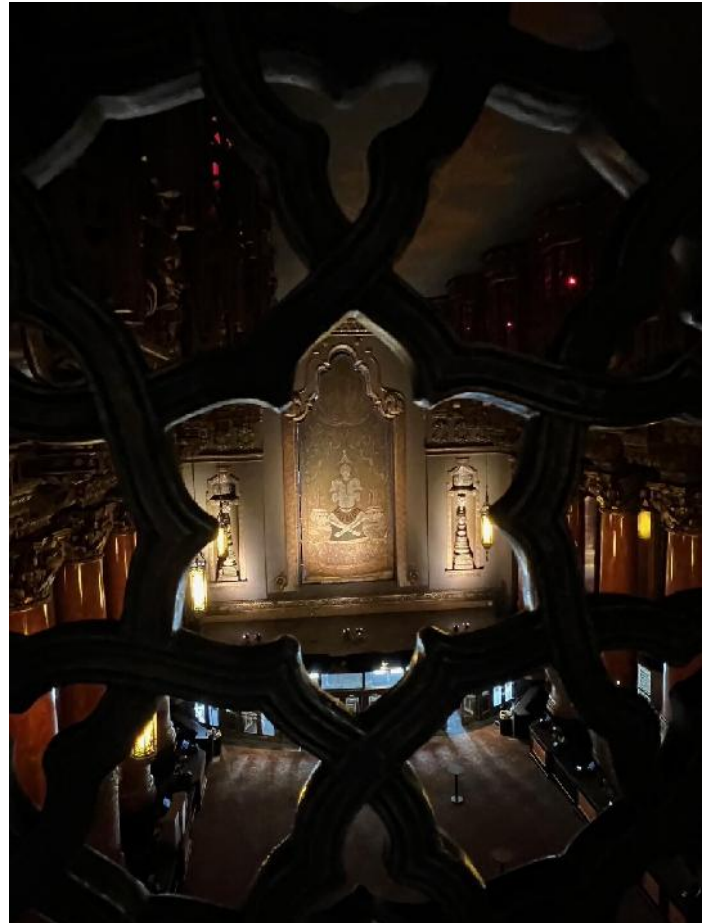
Tom Taylor beside the 1951 Dodge on Father's Day, 2021. As a hobbyist, Tom had other notable cars but held a special fondness for this Dodge. I, too, liked the Wayfarer and still do as a reminder of its place in HCCM history.

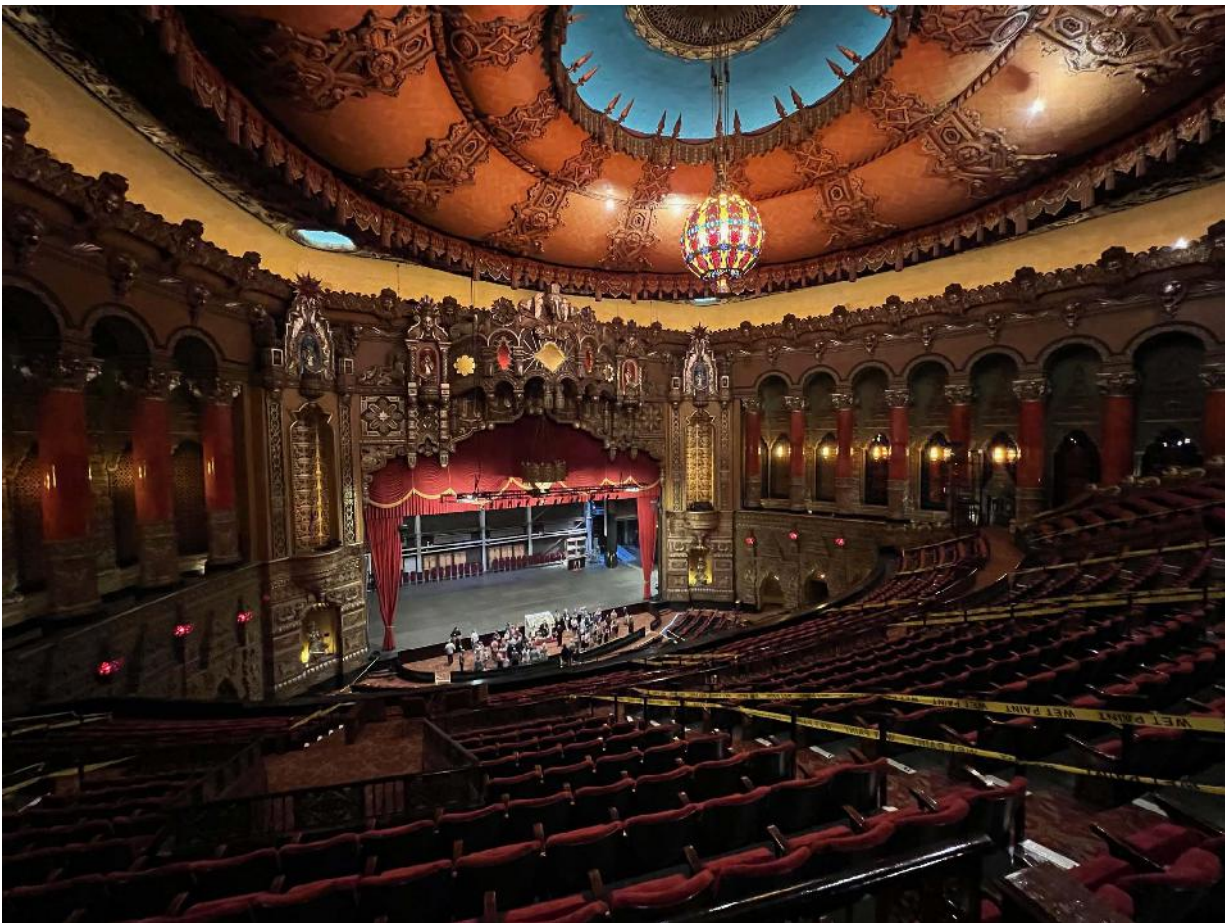


The FABULOUS Fox and the Fabulous Organist...Dave Stephens

The Horseless Carriage Club joined by the Spirit of St. Louis Region of the Classic Car Club of America travelled to midtown St. Louis for a tour of the Fox Theater organized by John Hartmann and Dave Stephens. Fifty members and guests of the clubs were divided into two groups to tour the lobby, seating area, stage, and the back stage. But the most anticipated part of the tour was the 25 minutes that talented Pierce Arrow owner and organist Dave Stephens spent giving us a rundown of the Mighty Wurlitzer. As a result of the painting in the seating areas, we were unable sit but had to gather around the organ and get Dave's description of the history and mechanics of the organ, complete with Model A ah-ooga horn. He dispelled the rumor that he has been playing it since the theater opened in 1929. Dave is the successor to long-time Fox organist and showman Stan Kahn. Stan convinced theater owners to restore the organ, which has sat neglected in the basement when talking pictures made the theater organ unnecessary. Interestingly, Stan also owned a Classic Pierce-Arrow. Finally, Dave played a selection of tunes from Phantom of the Opera and a combination of Star Wars and Star Trek tunes to demonstrate the theater organ sound. Thanks to Dave for making our visit to the Fox memorable.

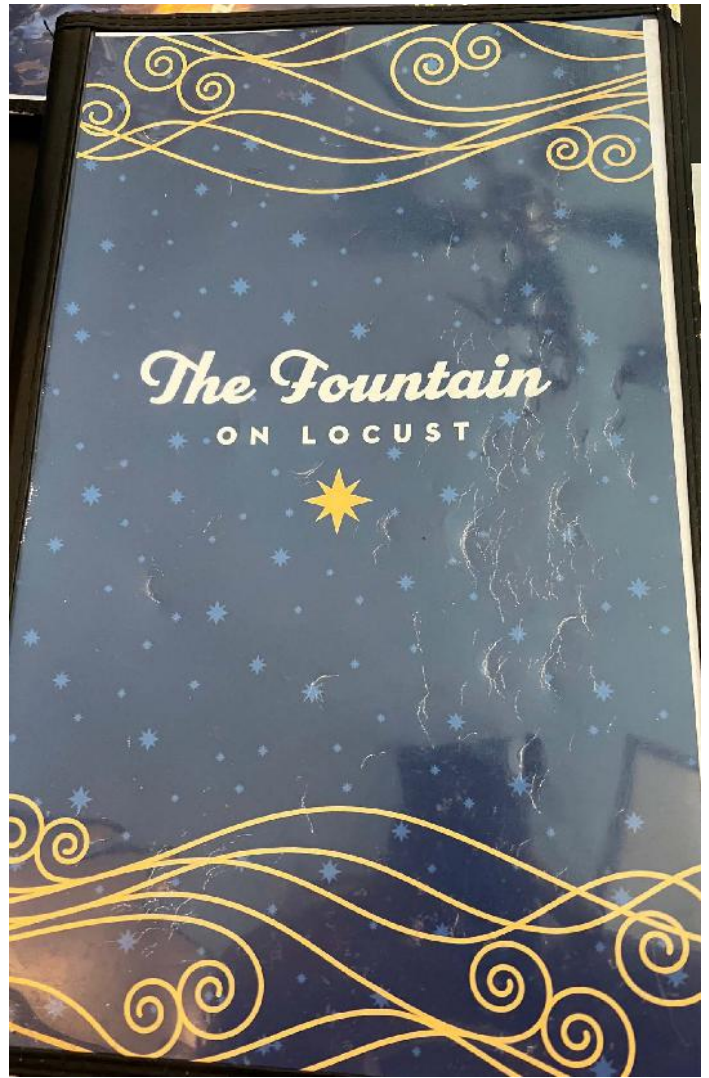
Todd Tobiasz





The Fabulous Fox





*Lunch at the Fountain
on Locust...
Auto Dealer Row!*

The Model Car Mtg...We Are ALL BIG KIDS...



...and we had fun!

Friendly Rivals . . . Jane's and Sarah's Husbands

by Ralph Atkinson



Once upon a time in a land far . . . far away is how so many fairy tales started. This is one of them, although, this story is not a fairy tale, it is true. Our story begins . . . Once upon a time in 1906. Theodore Roosevelt was President of the United States, and the Progressive era was going strong. The whole country was changing rapidly, especially science and technology, in particular the automobile and its subsidiary industries. Detroit and central Michigan were fast becoming the centers of automobile and manufacturing technology, much like Silicone Valley in California for computer electronics today.

The reason that Detroit became the automobile capitol is strangely enough due to a fire on March 9, 1901, at the Olds Motor Works factory complex, when they were in Detroit! The Oldsmobile factory fire was a blessing in disguise for it triggered an automobile boom in Detroit! The fire, brought much needed publicity to the struggling or emerging horseless carriage industry. Plus, Oldsmobile had to build the only horseless carriage that was saved from the fire, called the Curved Dash.

The Curved Dash Oldsmobile was a huge success! Ransom E. Olds farmed out all component manufacturing to outside vendors, (which Olds had decided to use way before the fire). Soon many vendors, Oldsmobile employees, and visitors that toured the factory started various car companies as well. In 1902, Buick (then in Detroit), Cadillac and Northern were founded, followed by Ford in 1903. By 1904, Packard had moved to Detroit from Ohio and Maxwell-Brisco was launched followed by another dozen others before the decade was gone, including two major automobile corporations U.S. Motors and General Motors (GM).

This boom in the horseless carriage industry caused Detroit population to boom too. Even with accounting for annexing and expanding the city limits the population of Detroit in 1900 was 285,000 and increased to an estimated 341,000 by the end of 1905, and most of that after the Olds fire in 1901. Hence there was also a severe housing shortage due to the rapidly growing population. Which is where this story begins.

So, it was by fate, in the North End of Detroit, two newlywed couples lived across the hall from each other, or so the legend goes. In the very least they did live in the same apartment building or more accurately a boarding house. The wives of these newlywed couples were Jane & Sarah, and they became best friends. Jane was married in November 1904, and Sarah married in February 1906. Both couples were in their twenties and just starting out in life together. Which means they were in love and struggling just like most all newlywed couples. The couple would spend

evenings playing cards, talking, and socializing together, Jane and Sarah even shopped together, and both husbands became best friends too.

Both Jane and Sarah husbands knew each other through Byron F. (Barney) Everitt, one of Oldsmobile's many vendors used after the Fire. Everitt knew Sarah husband since before the turn of the century, when he headed the upholstery and trim department at C. R. Wilson (Carriage) Company. In 1899, Wilson sold the department to Barney Everitt, and he formed the B.F. Everitt Company and moved it to a new location and soon started building horseless carriages bodies a few years later.

Barney Everitt must have been a smooth talker to convince Sarah future husband and brother-in-law to leave their Father's Ohio Carriage business and move to Detroit for work! Even more amazing, he got them jobs oddly enough not working for him (some sources stated they did, but I doubt it), or even at their paternal Uncle Albert's Standard Carriage Company, which was also in Detroit, but for the C. R. Wilson "Carriage" Company!

Barney Everitt meet Jane's future husband in 1902 in association with business at Oldsmobile. Jane's fiancée was plant superintendent for the C.H. Little Co., a Detroit-based building materials supplier, like Lowes, Home Depot or Menards, which Olds used to rebuild the factory. When Barney found out that Jane's fiancée had upholstery and carriage construction experience, he hired him! Soon after, Jane's fiancée oversaw Everitt upholstery shops.

In 1908, Sarah's Husband and bother-in-law, formed the first true automobile body company. They borrowed \$50,000 (about 1.6 million dollars in today's money) from their Uncle Albert in exchange for stock. Unfortunately, Uncle Albert did not think that a strictly automobile body business would succeed and within a year, sold his stock back to his nephews (which they had to find another investor quickly to buy Uncle Albert's stock). Uncle Albert should have kept it for it would have been worth millions of dollars in a few short years!

In 1909, Jane's Husband got into the automobile body business as well. When he purchased the B. F. Everitt "Carriage" Company from Barney Everitt. Everitt needed the money to fund his part of a new automobile company named for the initials of the three company founders, Barney Everitt, William Metzger, and Walter Flanders. The EMF eventually became the automobile division of the Studebaker (Wagon) Company of South Bend, Indiana. EMF transitioned to EMF-Studebaker then Studebaker. Studebaker did not transfer automobile manufacturing to South Bend until late in 1920. It's fair to say that if it wasn't for EMF, Studebaker would more than likely have gone. out of business in the mid 1920's instead of 1966 when the last Studebaker rolled off the assembly line.

All during this time, both Sarah and Jane were still best friends and almost inseparable. They both had several children, some barley out of diapers and some in diapers. They were at each place every day and their children played together as well. The only problem was their respective husbands were now business rivals! You would think the wives

forbade their husbands from talking about their businesses. But they did not. I am sure their wives gave their respective husbands guidelines to follow in their friendship. In fact, both husbands supplied moral and technical support freely to each other over the years. As it turned out to be too much body business for either of their companies to handle alone. Both Sarah and Jane's husbands sold car bodies to Ford, Cadillac, Packard, Hudson, Hupmobile, Studebaker, Maxwell, Chalmers, and many others over the years in business.

In 1915, both Sarah and Jane families moved into their new respective mansions which was built side by side each other in the Detroit's fashionable Boston-Edison District, where many prominent well-known families lived. As you would suspect, Sarah and Jane families were at each other's homes every day.

Sarah's husband and brother-in-law's specialty was their superior construction of an enclosed car body. With the development of interchangeable wooden body parts that did not require hand fitting, which was normal for everyone else in the construction of carriages. Their bodies were stylish, but expensive to build but top quality. In any case this company became the world's largest "body builder."

Jane's husband also developed an enclosed car body too. But he developed a way to produce his car bodies for a fraction of the normal cost of a closed body car, by standardizing the design (some say less stylish) it being more squared but made it easier to mass produce them for Hudson new division, the Essex. By the mid 1920's and Essex closed body car cost only \$5 more than an open touring model. This resulted in Jane's husband becoming the largest independent car body manufacturer in the world.

In 1919, World War I was over, soldiers coming home, the Spanish Influenza pandemic was just starting too. Many companies had invested heavily changing factories over to a war time production or building new factories, or both, now they had to switch back to civilian economy. There was a possibility that car companies, like General Motors, Maxwell, Studebaker, Willis-Overland, Packard, Hudson and others could start building car bodies inhouse, by buying some of the government war-built surplus factories and would not need bodies from them anymore.

There was a great deal of concern as to what the future would be like. A case in point was the Ford Motor Company nearly completed River Rouge factory complex. When completed, raw materials would enter one end and a finished automobile exited the other. Tires were the only item Henry Ford would have had to buy, that he did not manufacture (although he did buy Rubber trees plantations in South America, to manufacture tires too)! These were troubling times for an independent automobile body company.

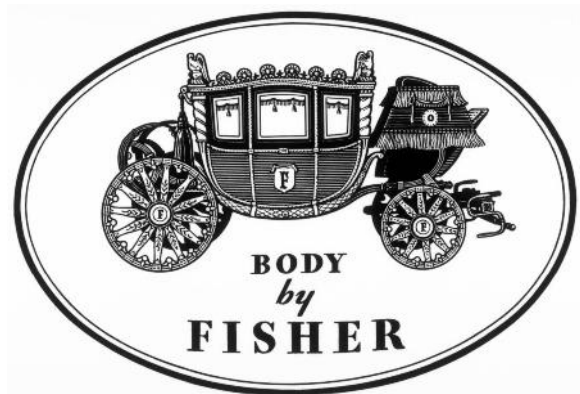
This is when Sarah's husband and her six brothers-in-law thought about what to do next. They had already lost contracts with Ford, and they were worried. This was unfounded, but understandable. So, came to an arrangement with GM and sold 60% of their body company, on a stock exchange, to ensure GM remained their biggest customer. However, the seven brothers still ran their body company

(and later other GM divisions as well). They also continued to sell car bodies to other car companies, like Lincoln. Jane's husband's company was in a slightly better position, he was slightly smaller and had a niche and was not as concerned.

In the mid 1920's, the pandemic and post war recession were over, and taste and styling were changing both companies wanted an upscale or luxury body company. In 1925, Sarah's husband's family brought out Fleetwood, and Jane's husband brought out LaBarron in 1926. Also, in 1926 is when Sarah's husband and her six brothers-in-law sold the remaining 40% of their body company to General Motors mostly through another GM stock exchange. Jane's husband's biggest customers remained Ford, Chrysler, and Packard.

By now you have figured who is who. Sarah's husband was Charles Fisher, her first brother-in-law was Frederic (Fred) Fisher designer of Cadillac's first closed body car, the Osceola in 1905. Both Fred and Charles founded the Fisher Body Company and in time, Sarah's 5 other Fisher brother-in-laws joined the company. Jane's husband was Walter O. Briggs, founder of Briggs Manufacturing (body) company. Briggs took his company public before the 1929 stock market crash and did very well. During the Depression, Briggs got into the plumbing supply business (which is still in business) and in 1954 the "body" business was sold to Chrysler. Walter Briggs also owned Briggs Field plus the baseball team that played on it, the Detroit Tigers.

Finally, Sarah and Jane remained friends for the rest of their lives. Ironically, they became double in-laws! In 1929, Sarah Fisher's son, Charles Fisher, Jr., married Jane Briggs' daughter, Elizabeth Jane Briggs. And again in 1941, when Everell Fisher married Susan Briggs! It is a modern-day fairy tale. And it all began . . . *Once upon a time in 1906!*



Recap of the "Famous" Annual Picnic in Manchester's Paul Schroeder Park on August 27th...



**The Chicken was
"Finger Lick'in Good!!!
Thanks Joe...**





**No one went home hungry!!!
And gee, that old LaSalle ran
good (this time).**

HOW THE AUTO INDUSTRY MOVED TOWARD MATURITY

by Gerald Perschbacherr, LL.D. (all rights reserved)

Nearly since the dawn of the auto industry, buyers of premium cars sought luxury and performance vehicles priced in the upper range. This was a continuance of the “carriage trade” wherein wealthy persons wished for (and often got) a car above the range of the general population and its higher earners. We could say such a luxury market (thin though it may have been) centered around the much century-older desire for a person “of means” to own a luxury horse-drawn coach with gold and silver trimmings and the best in comfort and quality materials, inside and out, but especially in the owner's compartment. One point often forgotten is that the horses were of special quality and training, and that the driver was, too (humanly speaking). All this blended into a class act as the public eyed the vehicle and its distinguished owner alighting from it.

All this added an aura to car ownership among the upper crust. So the best ways to out-do wealthy friends was to have a vehicle a bit nicer, longer, larger, and a driver who was more cultured, plus a power plant and performance level above most other high-priced brands. One step above these factors was to ORDER a customized car with SPECIAL features matching the whims of the buyer— often making the purchase a one of a kind or one of an extremely restricted number.

The American Rolls-Royce finished in Springfield, Massachusetts, may have been more American than British (at least by parts and assembly techniques). Even among such buyers, it was not unusual to find a body style produced at a mere 70 or 50 or 30 or less, and each may have had a few tiny unique touches to trim, interior niceties, and other features that practically made every example a one of a kind. Was it vanity that fed this notion? Perhaps. But many made no apology. To them it was good for their image and that of their business and family to be quietly connected to the top of society.

In 1925, long seen as a pivotal year for the maturing of the top range of classic customs, the National Automobile Dealers Association published a study of the market in its year book titled, “Championship

Stuff.” That 84-page survey reflected some interesting statistics. Buyers were grouped in three categories. Forty-three percent were in Group 3, the lowest priced category regarding expenditure per car. Group 2 ranked next (also at 43 percent) while Group 1 (14 percent) were in the top and included were executives, professionals, trades people, salesmen, even some fleet buyers. Car sales personnel were encouraged to aim at the \$5,000 to \$50,000 annual income range as lucrative. The \$50,000+ range even more so. That top category was where buyers of classic customs were included.

What was the biggest threat to that top-level of car quality?

When a car maker (and there were several) determined to lower sales prices based on wise planning and production cost-cutting it made the ultra-luxury special-order companies and salesmen shiver. Packard found ways to trim costs yet retain quality. So did competitors, some (as in the case of Pierce-Arrow) may have seemed to be slower on that move but followed the trend. Yet, one can argue that there must always be some high-level offerings in order for an aura of extreme greatness to shower on the lesser models in an annual lineup. Thus there always seemed to be at least a handful of classic customs.

What made specialty companies shiver even more was the launching of lesser brands with enhancements that seemed to be only for the top echelon of brands. So the trade in high-priced, one-off or very limited custom versions saw a line of mergers, buy-outs or farewells in the coach building realm. Some names lasted a relatively long time such as Le Baron (the name later being transferred to the Chrysler Corporation) and Fleetwood (to Cadillac). The final bows came for Holbrook, Locke, Saoutchik of Paris (whose roots extended from a Russian cabinet maker in the late 800s to its formation in France in 1906), even Dietrich, Brunn, and a host of others, right up to the postwar demise of the Derham name. The Darrin moniker in the 1950s was reserved for a Kaiser-product.

Among some of the GM brands was La Salle, the lesser-priced Cadillac companion. The model by the late 1920s and early 1930s was said (by GM) to have “incomparable character” in performance and held the “instinctive appreciation” of owners who were “enthused by its Fisher coachwork.” It also carried the 90-degree V-type eight engine as the then-highest “expression of the automotive art.” The price was a step even lower at \$2,495 to \$2,895, f.o.b. Detroit. As such, the La Salle (and the attention of other quality makes) had a “magical ease of handling” plus the “rare smoothness of gear-shift.” such attributes were said to be winning “thousands to its ownership.” And, yes, classic custom features could be added per

the buyer's inclination, although those additions seemed more reserved for its higher companion, Cadillac.



Full-color ads and promotions for LaSalle made it attractive as an option for car buyers in the classic-custom era.



LA SALLE—THE PRE-PROVED CAR

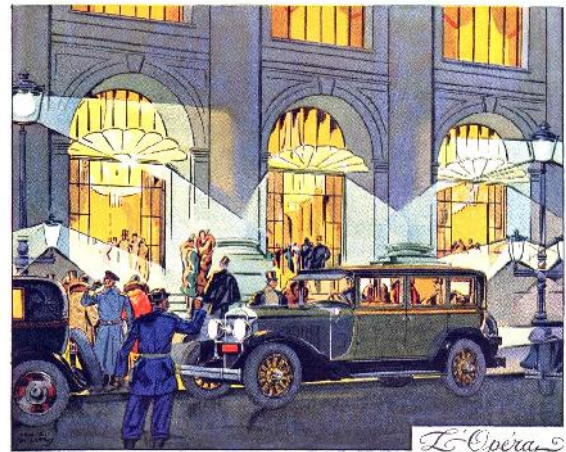
Nothing less than a quarter-century's experience in the manufacture of fine motor cars—plus the facilities of the great General Motors Corporation—could have made the LaSalle possible at today's price. The LaSalle overhauls any six-cylinder car and compares with but a single eight-cylinder luxury 90-horsepower, V-type, eight-cylinder Cadillac.

FOR A SMALL DOWN PAYMENT—with the optional plan of year-end car rentals, or without any plan of LaSalle or the third company plan of the General Motors Acceptance Corporation—the price is \$12,000.

CADILLAC MOTOR CAR COMPANY
DETROIT, MICHIGAN DIVISION OF GENERAL MOTORS CORPORATION WARREN, OHIO



MANUFACTURED—COMPLETED BY THE CADILLAC MOTOR CAR COMPANY—WARREN, OHIO—DETROIT, MICHIGAN



LA SALLE—CAR OF THOSE WHO LEAD

Whoever the admired and the notable are gathering, observe the frequency with which a LaSalle will be the center. The famous, the beautiful, the social admirer—the center of LaSalle is surrounded by their sparkling names. Sophisticated judges, those of what is best. Is a motor car they demand much—so much that all the beauty and outstanding luxury of the LaSalle would fail to satisfy were it not coupled with the incon-

ceivable character of LaSalle performance. It is the instinctive appreciation of such men and women for all that is best which leads them to select LaSalle. They are convinced by its Fisher standard, its conduct and its impressive, original beauty. They are won over more, however, by the fact that the LaSalle chassis, with its magnificently efficient 90-horsepower, V-type, 8-cylinder engine is today's highest expression of the automotive art.

You may purchase a LaSalle on the liberal, transparent plan of the General Motors Acceptance Corporation—the approval value of your used car acceptable as well—priced from \$2,000 to \$2,800 for a 60-day trial.

CADILLAC MOTOR CAR COMPANY
DIVISION OF GENERAL MOTORS CORPORATION
DETROIT, MICHIGAN WARREN, OHIO



MANUFACTURED—COMPLETED BY THE CADILLAC MOTOR CAR COMPANY—WARREN, OHIO—DETROIT, MICHIGAN



Custom-Built Exclusiveness Without Excessive Cost

Men and women who have the means to acquire the fine things of life have also, as a rule, the judgment to make their selections wisely.

They demand the best that money can buy, but are unwilling to buy at the highest prices that manufacturers can demand for the sake of paying more. Cadillac has made it possible for these men and women to purchase fine Custom-Built motor cars without paying the usual penalties of an excessive price and wasteful depreciation.

Five Custom-Built Cadillac models in twenty-four master color harmonies and ten upholstery patterns—possessed of these highest performance qualities found only in the Cadillac—are obtainable at prices consistent with wise investment.

CADILLAC MOTOR CAR COMPANY
DETROIT, MICHIGAN DIVISION OF GENERAL MOTORS CORPORATION WARREN, OHIO

Many La Salle and Cadillac ads joined the flock of expensive car makers who were offering quality vehicles with seemingly special touches that competed against the classic customs of speciality houses.

Scenes from Our Car Show and Swap Meet...Chesterfield Mall...







Where rusty metal pulled from the “CRIK” Becomes someone’s treasure...We all do It...and it may be that one of a kind piece we need to complete a restoration...fun to hunt.



Special Thanks Must Go to Elliott and Dolores Cytron for the many years they have assembled and managed this show as they take a well deserved retirement.



Brass and Nickel/Pre-WWII...October 8th at M.O.T.—A Grand and Glorious Day!!!









HCCM Activities (By Month)

Call John Hartmann at 314 313-0305 or any board member with questions.

2023

Nov 4 Set your clocks

Nov 5 Cruise out to the Wittmond Hotel and Restaurant

Nov 7 Get out and vote

Nov 8 Board meeting, 7:00 at Overland Community Center

Nov 17 White Elephant charity auction, 6:30 at the Dealers Assn. building

Nov 23 Happy Thanksgiving

Dec 3 Annual meeting and Holiday party at Royal Orleans, 12:00 note: this event date was published wrong earlier in the year

Dec 7 Hanukkah begins

Dec 25 Merry Christmas Dec 26 Boxing Day, Kwanzaa begins

2024

Jan 1 Happy New Year

Jan 2 Board meeting, 7:00 at Overland Community Center

Jan 6 Visit to Creve Coeur Airport, 50 vintage planes and lunch, Tentative*

Jan 18to21 Greater St. Louis Dealers Auto Show

Jan 19 Monthly members meeting, 7:00 at the Dealers Assn. Building

Feb 6 Board meeting, 7:00 at Overland Community Center

Feb 14 Valentine's Day

Feb 16 Monthly members meeting, 7:00 at the Dealers Assn. Building

Feb 18 Cruise "Automobile Row" with Mark Goldfeder narrating while we are chauffeured around in a minibus, Tentative*

**These events are still in the planning stages and could change, look for notices in the Brass Lamp Lite*



THE PUBLICATION OF THE HORSELESS CARRIAGE CLUB OF MISSOURI, INC.



Alert!!! Please check the club website periodically at www.hccmo.com for updates to notice of club event cancellations or changes in times or location due to weather or other circumstances.

The Brass Lamp Deadline for Material Submission:

January 10, 2024

Send submissions to:
martinhasse1@att.net

Or mail to:

The Brass Lamp

Martin Hassel

646 Woodhill Estates Drive
Ellisville, MO 63021

J. D. PERRY LEWIS, BUILDER OF FIRST AUTO IN WEST, DIES

Determined to Have Horseless Carriage, He Constructed His Own Here.

J. D. Perry Lewis, former automobile dealer, who made the first automobile ever to appear west of the Mississippi River, died unexpectedly last night at his home, 5200 Waterman avenue, following a heart attack. He was 65 years old.

Mr. Lewis, who in recent years had been in the insurance business, made a trip to Paris, France, in 1892 with four other young St. Louisans and there saw his first "horseless carriage." "I'm going to have one of those," he said.

From the St. Louis Star Times...June 9, 1939...

NOT TO BE FORGOTTEN!

A wealth of auto history often escapes human minds as if time wipes the slate clean at the end of a school day. Hudson's grand plant in Detroit was a dignified site. It proudly was seen as the company's cradle for anticipated future greatness. Here it is in full pre-wartime splendor at the time of new model introduction for 1941. But World War II soon would intervene and alter the directions of company affairs from car making to defense production. This scenario played out in the entire industry as car makers "Worked to Win" -- and did!

Had it not been for companies like Hudson, that war may have lingered much longer and harder. Let's not forget our auto heritage that became a major PLUS toward victory!

Keep history alive! GP

Volunteer Reminder and Benefits...

Remember, volunteering to work at the Easter Concours and /or the September Swap Meet and Car Show earns credit towards free admission to the annual Holiday Dinner and Party.

The Brass Lamp is a monthly publication of The Horseless Carriage Club of Missouri, Inc. Copyright—2023 All Rights Reserved. Material from this newsletter may be reprinted or shared by our club members with proper citation and written consent from the Publications Committee.

It is fitting to share this image with you in remembrance of our good friend, Tom Taylor...at a recent picnic at the Taylor residence. Tom was quite proud to share his 1955 Porsche 356 Speedster which he had owned since nearly new.



The Brass Lamp

A Publication of the Horseless Carriage Club of Missouri, Inc.



www.hecmo.com

