



Charlene Duval, Executive Secretary

[cduval@sourisseauacademy.org](mailto:cduval@sourisseauacademy.org)

Leilani Marshall, Archivist

[lmarshall@sourisseauacademy.org](mailto:lmarshall@sourisseauacademy.org)

Phone: 408 808-2064

# *Sourisseau Academy*

*Smith-Layton Archive*

*presents:*

## *“Car Culture”*

*by Thomas Layton*

*Les Amis (The Friends)*

*photo collection*

*November 2014*

*Your donations purchased these photos. Thank you!*

<http://www.sourisseauacademy.org/>

A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



89) Circa 1907: It was the first decade of a new century and automobiles were taking the Santa Clara Valley by storm. Technology was exciting, and fun, and, did I mention — Sexy! Thus, a coquettish smile and a hint of cleavage invited "Automobilists" to Letcher's (no pun intended) Garage in San Jose — "As soon as the roads are good." That meant springtime, when wheeled vehicles could once again traverse the rivers of mud that soon transformed into channels of dust. (Caption by Tom Layton)

A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



**90)** 1909: Exuberant hunters would often decorate their autos with their catch. Here, San Jose dentist, Dr. John H. Bland, seated behind the wheel, returns home with a deer across the hood and various fowl draped from the headlamps. (Caption by Tom Layton)

A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



**91)** 1911: It was widely believed that air travel would soon be within reach of all. An enterprising photographer at a San Jose air show shot studio photos of patrons seated in a mock airplane, equipped with an automobile steering wheel — which through darkroom magic was made to fly high above the bleachers occupied by their terrestrial neighbors. (Caption by Tom Layton)



A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



92) 1914: Special trolley cars carrying large water tanks sprinkled the streets of San Jose, but not the roads to neighboring towns. Here a 1914 Model T Ford barrels down the highway from Reno toward San Jose, trying to keep ahead of a billowing dust cloud. No wonder the outer garments worn by automobilists were termed "dusters!" (Caption by Tom Layton)

A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



**93)** 1915: Automobiles were designed to accomplish all imaginable tasks. The proprietors of Gilroy Hot Springs, "California's most famous resort" (at least among those living around Gilroy) used their brand new bus as a billboard while providing guests with swift transport from the train station up to the resort. (Caption by Tom Layton)

A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



94) 1917: The Sunnyvale Pioneer Bakery retired their horse and buggy in favor of an enclosed van to deliver their pies, rolls, cakes and bread.  
(Caption by Tom Layton)



A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



95) 1918: As Californians took to the roads, advertisers met them with billboards. All of us of a particular vintage will recall the poetic Burma-Shave signs once found along every major highway in America. That nation-wide advertising campaign, begun in 1925, lasted until 1963. But the very first national campaign of roadside advertising was the brainstorm of the United States Tire Company, which in 1917, began erecting billboards outside every major city, depicting an open history book with the mileage to the next town and a little-known historical fact about that town. This 1918 photo, taken on Monterey Road eight miles from Gilroy, reveals two little-known facts about that thriving metropolis — but you'll have to read the billboard to find out what they are! (Caption by Tom Layton)



A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



96) 1918: Automobilists needed convenient spots to spend the night, and the hospitality industry was quick to respond. Auto courts (later to become motels) sprang up along every highway. Those traveling from San Jose to Oakland could bypass expensive hotels and rent a space at the East Bay Auto Camp on San Pablo Avenue. It would be several years before the individual cabins received electricity. (Caption by Tom Layton)

A photo recently purchased by *Les Amis de Sourisseau!*  
November, 2014



**Stop Camping Like a Tramp**

Camp in a

**Campo**  
Comfy  
Camp

Cosy  
Compact  
Convenient

The front wall may be thrown back, or guyed out and used as an awning, giving you shade in which to cook and eat.

This Camp is made in four styles, there is one to fit your use.

When you seek the hidden trails, the mountain lakes, the seashore, take Campo along for comfort.

The bed is sturdy steel, the mattress stuffed with feathers, the tent of sun-fast, rain-proof, draft-tight, khaki duck.

*"No heavy poles to bump your head  
No ropes to trip your feet  
A soft and roomy Campo bed  
To make your slumber sweet."*

If your dealer cannot supply you, send us his name, we'll write you.

**T. D. ANDERSON, Manufacturer**  
Dept. R, SAN JOSE, CALIF.

97) April 1921: Automobilists could find information and useful products in travel magazines. Those who subscribed to *Outers' Recreation Magazine* saw advertisements for Campo Comfy Camp, whose manufacturers in San Jose urged automobilists to "Stop Camping Like a Tramp!" And who could resist their poetic message?

"No heavy poles to bump your head  
No ropes to trip your feet  
A Soft and roomy Campo bed  
To make your slumber sweet."

(Caption by Tom Layton)

A photo recently acquired by *Les Amis de Sourisseau!*  
November, 2014



**98)** And, for those of you who didn't believe our assertion that at the beginning of the automotive age exuberant hunters would decorate their autos with their catch, here is a 1912 photo of two automobiles from Gilroy, fully decorated and proudly displayed on the Monterey Road. (Caption by Tom Layton)