Guide to the Western Highway Historical Collection M0314

Department of Special Collections and University Archives
1999, revised 2016, 2018
Green Library
557 Escondido Mall
Stanford 94305-6064
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URL: http://library.stanford.edu/spc
Language of Material: English
Contributing Institution: Department of Special Collections and University Archives
Title: Western Highway Historical Collection
source: Western Highway Institute
Identifier/Call Number: M0314
Physical Description: 5 Linear Feet(10 boxes)
Date (inclusive): 1888-1960
Abstract: Photographs, dealer catalogs, and specification sheets concerning trucks, mostly from the 1920s and 30s, and trucking ephemera from the early 1950s.
Scope and Content
Collection of photographs, dealer catalogs, specification sheets and other material concerning trucks, buses, trailers, and other vehicles for transportation, freight and construction. Manufacturers include Autocar, Trailmobile, Fageol Motors, Kenworth, Mack Trucks/International Motor Company, Reliance Trailer and Truck, Hilo Transportation and Terminal, and White Motor Company.
The Western Highway Historical Collection was founded in 1960 with the cooperation of the Western Highway Institute, primarily to preserve the records and pictures of the early days of highway transportation west of the Rocky Mountains. Donors include Randolph Brandt, E.E. Brower, W.D. Patterson, Don Pennell of Peterbilt Motors, Sam A. Simpson, William Tice, and E. Guy Warren. Some published material was transferred to general stacks where it is accessible through the library's catalog.
While the focus of the collection is on the vehicles themselves, also depicted in photographs are drivers, workers, and urban/industrial locales infrequently captured on camera. Additionally, researchers may encounter all manner of businesses and occupations, including bakeries, dairies, gas stations, lumbering, passenger buses, house movers, and municipal projects.
In 2018, several boxes of related material was added, primarily ephemera from Western trucking and moving companies, circa 1949-1952. Most files in these series originated in the Hopkins Transportation Library as "Pamphlet Material on Motor Carrier Industry" HE5612 Zpc. This addition includes training manuals, forms, promotional booklets and fliers, photographs & negatives, employee magazines, legal papers, radio program and advertising scripts, speech transcripts, etc.
Correspondence within the collection, largely with Hopkins librarian Carolyn Mohr, concern the acquisition of research material from various companies in the early 1950s. Mohr was also likely the author of the thumbnail histories included for most firms. Some photographs referred to in the letters have not been located, although many are likely to be found in the various Hopkins Transportation Library archival collections.
Preferred Citation:
[Identification of item] Western Highway Historical Collection (M3014), Dept. of Special Collections, Stanford University Libraries, Stanford, Calif.
Immediate Source of Acquisition
Various sources.
Conditions Governing Use
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Conditions Governing Access
Open for research. Note that material must be requested at least 36 hours in advance of intended use.
Subjects and Indexing Terms
Automobiles -- History
Trucks
Trucking
Transportation -- Photographs
Storage and moving trade
Freight and freightage
Autocar Company
Fageol Motors Company
Trailmobile Company
Kenworth Truck Company
Mack Trucks, inc.
Reliance Trailer and Truck Company, inc.
White Motor Company
Hilo Transportation and Terminal Company
Western Highway Institute
Pacific Gas and Electric Company

Series 1. Manufacturers

Autocar

box 1  Autocar Messenger 1920-1925
  Physical Description: Bound issues of promotional magazine (5 volumes).

box 2  Autocar Messenger 1926
  Scope and Contents note
  Bound issues of promotional magazine (1 volume).

box 2  Autocar photo albums 1920s-30s
  Scope and Contents
  Five sets of bound promotional photographs.

box 3  Autocar photo album of road construction projects in Sierra Nevada 1920s-30s
  Yosemite Valley
  Physical Description: 30 photos
  Mono Lake
  Physical Description: 3 photos
  Leevining Canyon
  Physical Description: 2 photos
  Valley Springs
  Physical Description: 7 photos
  Calaveras
  Physical Description: 1 photos
  Jackson
  Physical Description: 3 photos
  Colfax - Gold Run
  Physical Description: 2 photos
  truck driving
  Physical Description: 4 photos
Mystic (Truckee River)  
Physical Description: 3 photos

Lake Tahoe  
Physical Description: 5 photos

Bijou -Minden Road  
Physical Description: 1 photos

Pleasant Valley (Relocation of Yosemite VAley Railroad) and Exchequer Dam)  
Physical Description: 6 photos

Lodoga  
Physical Description: 5 photos

Sacramento River Canyon  
Physical Description: 3 photos

Lake Almanor Dam  
Physical Description: 13 photos

next generation  
Physical Description: 3 photos

miscellaneous - includes the Calaveras Big Tree grove  
Physical Description: 12 photos

mounted separately, many dated 1930-31.  
Physical Description: 20 photos

box 5, folder 1  
Autocar Trucks  
Scope and Contents note  
1 flier (printed after 1950) for the 1898 Autocar ; 3 printed advertisement bulletins ;  
brief outline of the history of the company, 1951 ; bound catalog showing construction  
process, etc.

Fageol Motors  
Scope and Contents  
Fageol was based in Oakland, and most of the photos here are set on the West Coast,  
including California, Oregon & Washington, along with some from Australia (they had a  
branch there) and one from Japan.  
There are quite a few non-Fageol photos filed here as well, including some from New  
York.

box 4, folder 1  
misc.  
Scope and Contents  
Includes images of a christenings, a trade show display, offices, showrooms,  
advertising, technical drawings, and commercial copy with cropping and highlighting.

box 4, folder 3  
casual driving, rural roads & snow
box 4, folder 4  
misc. - towing, horse trailer, ferry, fire trucks  
box 4, folder 22  
buses & coaches
<table>
<thead>
<tr>
<th>Box 4, Folder</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>Dump trucks, construction, roadworks, etc. Scope and Contents Includes images from Los Angeles and the Pacific Northwest</td>
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<tr>
<td>2</td>
<td>Flat bed trucks, cabs, hauling</td>
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<tr>
<td>6</td>
<td>Food hauling - produce, livestock, dairy, ice, etc. Scope and Contents Includes images from Los Angeles and the Pacific Northwest</td>
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<td>7</td>
<td>Freight, drayage, moving</td>
</tr>
<tr>
<td>8</td>
<td>Gas trucks, gas stations Scope and Contents Includes images from San Francisco, Los Angeles and the Pacific Northwest</td>
</tr>
<tr>
<td>9</td>
<td>Logging, lumber</td>
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<tr>
<td>10</td>
<td>Los Angeles, Southern California</td>
</tr>
<tr>
<td>11</td>
<td>Los Angeles - buses &amp; coaches Scope and Contents Most are Los Angeles Motor Bus Company</td>
</tr>
<tr>
<td>12</td>
<td>San Francisco</td>
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<tr>
<td>13</td>
<td>San Francisco etc. - gift of Randolph Brandt (copy prints)</td>
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<td>14</td>
<td>Oakland/East Bay</td>
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<td>15</td>
<td>San Francisco Bay Area - construction, etc.</td>
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<tr>
<td>16</td>
<td>San Francisco Bay Area - produce, foodstuffs, etc.</td>
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<td>Pacific Northwest</td>
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<td>Pacific Northwest - buses &amp; coaches</td>
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<td>Pacific Northwest - Consolidated Truck Lines/Freight Lines</td>
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<td>21</td>
<td>Southern Pacific Motor Transport Co. Safety Coaches</td>
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<td>23</td>
<td>Misc. small photos</td>
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<td>Costa Rica</td>
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<td>25</td>
<td>Billboards</td>
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<td>26</td>
<td>Photocopies in numbered order</td>
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<tr>
<td>5, Folder 3</td>
<td>Mack Trucks (International Motor Co.) Scope and Contents note 1912 price list (with 13 pictures); 2 printed sheets (front and back) inc. 5 pictures.</td>
</tr>
<tr>
<td>4, Folder 14</td>
<td>Santa Cruz - Union Traction Co. (Mack) Scope and Contents Transferred from Hopkins Transportation Library at unknown date</td>
</tr>
<tr>
<td>5, Folder 7</td>
<td>Reliance Trailer &amp; Truck San Francisco - Reliance Trailers dealer catalog</td>
</tr>
</tbody>
</table>
Series 1. Manufacturers

Reliance Trailer & Truck

box 5, folder 6  San Francisco - Reliance Trailer and Truck Co., Inc.
Scope and Contents note
Gift of William Tice.

Del Monte Creamery truck & tailer, 1926
Early low-bed (2)
Solid tire low-bed trailer
Experimental dump truck, circa 1926
Riverdale creamery truck & trailer
Reliance side dump trailer, 1926,
Scope and Contents note
(San Diego Street R.R. Co.)

Alaska- special construction trailer, circa 1922
Bottom dump trailer for Santa Clara Co road maintenance.
Pierce Arrow truck, Reliance trailer (Soledad to San Francisco over San Juan
grade, 134 miles, 12-13 hours) 1921-22.
Reliance building at 16th St., San Francisco.
Lane air brakes, 1921.
Pierce Arrow truck, Reliance trailer, (Glass lined tanks for Naitonal Ice Cream). 1922.
Bekins Van & Trailer, 1927.
Peterbilt truck, Reliance trailer with the largest load of Redwood logs recorded,
Logging truck & trailer, 1922.
Hay truck, 1924.
Hay truck
Lumber truck
3 miscellaneous

box 5, folder 4  Trailmobile
Scope and Contents note
Gift of Trailmobile, Includes 10 photos of Trailmobile trucks (the following subject matter
is also included in the photos:) Cincinnati, Ohio, 1919 (2) ; fairs (1916) ; parade ; San
Antonio, Texas, 1918 ; Gas stations, 1939 (Associated Oil Co.)

White Motor Co.

box 5, folder 9  White Motor Co.
Scope and Contents note
Gift of White Motor Co. 1921 White truck (photo) ; Ad showing White trucks doing
rescue work during floods in Ohio/Indiana, 1913; Pittsburgh flood in 1906, and other
emergencies ; Extract from the White Bulletin, 1906

box 5, folder 5  White Motor Co. Growth of Motor Transportation talk by O.E. Daguer May 8, 1936
Scope and Contents
5 pp typescript by O.E. Dagner (of White Motor Co.) for a presentation at a meeting of
the Society of Automotive Engineers, accompanied by 26 photos and transparencies
used in illustration.

Series 2. Freight companies

box 6, folder 1  Asbury Transportation Company
Series 2. Freight companies

- Box 6, folder 2-3: Bekins Van & Storage Company
- Box 6, folder 4: Belyea Truck Lines
- Box 6, folder 6: Consolidated Freightways, Inc.
- Box 6, folder 7: Consolidated Freightways - Action 1951-1953
- Box 6, folder 8: Gallagher Transfer & Storage Company
- Box 5, folder 8: Hilo Transportation and Terminal Co., Ltd.

Scope and Contents note

5 photos of sugar hauling equipment in Hawaii. Gift of Hilo Transportation.

- Box 6, folder 9: Interstate Motor Lines, Inc.
- Box 6, folder 10: Lee & Eastes, Inc.
- Box 7, folder 1: Los Angeles - Albuquerque Express
- Box 7, folder 2: Lyon Van & Storage Company
- Box 7, folder 3: Pacific Freight Lines
- Box 10, folder 1: Pacific Freight Lines - negatives
- Box 7, folder 4: Pacific Intermountain Express
- Box 7, folder 5: Pacific Intermountain Express - Log 1950-1953
- Box 7, folder 6: Paxton Trucking Company
- Box 7, folder 7: Signal Trucking Services, Ltd.
- Box 8, folder 1: West Coast Fast Freight
- Box 8, folder 2: miscellaneous trucking ephemera, correspondence, etc.

Scope and Contents

Includes small amounts of material from firms including City Transfer & Storage, Long Beach; Commercial Motor Freight; Fortier Transportation; Garibaldi; Garrett Freightlines; Keystone Express Syystem; Lamb Transportation; Lang Transportation; A.R. Pearson Truck; Peerless Trailer & Truck Services; Pierce Freight Lines; Petroleum Transportation; Shell Oil; Southern California Freight Lines; Wells Cargo; Western Truck Lines.

Series 3. Utility companies

- Box 9: Pacific Gas & Electric Company - prints and negative sleeves
- Box 10, folder 2-3: Pacific Gas & Electric Company - negatives

Series 4. Trade organizations

- Box 6, folder 5: California Motor Transport Association