

# **C. H. BLOMSTROM MOTOR CAR COMPANY**

**DETROIT, MICHIGAN**

**1904-1906**

# **DELUXE MOTOR CAR COMPANY**

**DETROIT, MICHIGAN**

**1906-1909**

# **DELUXE MOTOR CAR COMPANY**

**TOLEDO, OHIO**

**1906-1907**

Carl H. Blomstrom was born in 1867 in Grand Rapids, Mich. In 1884 he took a course in engineering in Grand Rapids, then studied through the International Correspondence Schools in Scranton, Penn., and received an M.E. degree. In 1889 he married Anna Berglund and began his active career as a mechanic for the F.C. Wells Pump Company in Chicago. Starting in 1891 he designed and built marine gas engines at the Lake Shore Engine Works in Marquette, Mich. He placed his first car on the road in 1897, with a vertical two cylinder air cooled engine. In 1899 he built a second car with a different engine using a single horizontal cylinder.

He moved to Detroit in 1901, and began to design and manufacture gasoline powered marine engines at 64 Second Street. In 1902 he was manufacturing a small single cylinder automobile called the "Blomstrom." It had a single cylinder of eight horsepower with a 5.5 inch bore and a 6 inch stroke developing eight hp. By the end of 1902 he had made two dozen Blomstroms. In 1903 a new type was built with a patented two cylinder opposed engine with a 4.5 inch bore and a 4.5 inch stroke having 12 hp.

In 1904 the C. H. Blomstrom Motor Car Company was formed and located at 75 Clark Avenue near River Road, embracing 19 acres. The name of the car was changed to "Queen," which was a two passenger runabout available with a single or double cylinder engine.

In 1905 there were three body styles using the two cylinder engine, and a planetary transmission with anti-friction bearings used for the axles and wheels. Control was simple and based on a natural or "instinctive" scheme, founded on the common impulse to draw back in the face of danger. One vertical lever at the car's right controlled the car's movements. In the extreme rear position the car ran backwards; in lever mid-position the car ran forward at slow speed and forward for high speed. The footboard had one small lever by the driver's foot for controlling the throttle and one vertical pedal by which the two rear axle brakes were applied by wire cable to a triangular veneer which assured equal effect on the "Raymond" brakes. The bronze steering post contained the steering shaft pinned to the lower end. A 17 tooth steel pinion engaged an 80 tooth sector with a reduction of approximately 5 to 1. This gave the steering section ample power, and offered so much friction to hand wheel movement that the car would keep its direction "hands off." The rear wheels were driven with a Whitney roller chain using a one inch pitch with five-eighths inch diameter rolls on a small 10 tooth sprocket of hardened steel and a 32 tooth rear wheel sprocket of soft steel casting.

The slogan for 1906 was "Don't be towed home at the end of a rope." The model came with running boards instead of steps. Engine bearing lengths were increased, and Parsons white brass instead of babbitt was used. The Model K was fitted underneath with a formed steel shield extending the whole length of the motor. A flywheel carried out on the side to the full width of the chassis frame so as to protect the working parts from sand, mud and road dirt of all kinds.


During the summer of 1906 an application was made by the attorney general of Michigan to have the privilege of the C. H. Blomstrom Motor Company to do business, taken away from it, on the grounds that it was not properly incorporated. This action was taken at the instance of C. H. Blomstrom and the Wayne County circuit court issued an injunction. The petitioners stated that the reason for asking for the injunction was that Samuel R. Kaufman, the secretary and treasurer of the concern, resided at Marquette and therefore was not eligible to the secretaryship.

While the Blomstrom Company was going out of business, the De Luxe Motor Car Company was just starting up. The De Luxe Motor Car Company was organized in May 1906 by a number of men from upstate New York and Cincinnati, Ohio, and capitalized at \$750,000. They had the services of scores of experts from other automobile manufacturing companies. George Verity, the president of the American Rolling Mill Company, in Zanesville and Middletown, was the nominal president of the De Luxe Motor Car Company, **Forest M. Keeton**, former general sales manager for Pope-Toledo was treasurer, R.C. Phillips was assistant treasurer, and F. A. Shepler was superintendent.

They leased the factory of the "former" Consolidated Manufacturing Company, maker of the Yale automobile, in Toledo, Ohio. They began with about 25 men to build models for the new car, to be called the "Toledo De Luxe" for display at the automobile shows in January and February 1907. There were two touring models, one with chain drive and one with shaft drive, priced to sell at \$4000. Options were secured to buy land on the east side of the Maumee River for construction of a new factory, but capital was not forthcoming and the firm decided to move to Detroit, where there were better inducements.

The disturbances in the internal affairs of the C. H. Blomstrom Motor Co. led to an unexpected result. In October 1906, after building about 1500 Queens, the Blomstrom Company amalgamated with the De Luxe Motor Car Company, in which the Blomstrom institution lost its identity. About 200 workers from the De Luxe factory in Ohio moved to the former Blomstrom factory in Detroit. N. M. Kaufman, of the Blomstrom Company became president. George M. Verity, of the De Luxe Co., was VP, **F. M. Keeton** of the De Luxe remained secretary, and D. W. Kaufman of the Blomstrom Company was treasurer. **C. H. Blomstrom**, the mechanical expert of the Queen retained his stock in the allied concern, but was not otherwise identified with it. He left and organized another company to manufacture a car again, called the "Blomstrom."


Less than 100 "De Luxes" were made up to August 1909, when the De Luxe Motor Car Company went out of business and sold all assets, including land, buildings, and machinery to **Everett-Metzger-Flanders**.



**What the I. C. S. Did for Me**

When I took up the training of the International Correspondence Schools, of Scranton, Pa., I was employed as a draftsman. Through the knowledge gained from my studies, I was enabled in my spare time to design and invent what is now known as the "superior" gas engine. My employers recognized the possibilities of my invention and organized a company for its manufacture, making me director and manager. The United States Government has recently installed two "superior" gas engines for its life-saving service on the Great Lakes. I have since invented other engines, and I have recently designed and invented an automobile. Without the knowledge gained from my course, I would never be where I am today. All but one of my men are taking up the I. C. S. training, and I give them all the assistance I can, as I know they are on the right track. I earnestly recommend the I. C. S. to all ambitious men.

**C. H. BLOMSTROM,**  
84 Second St., Detroit, Mich.



Automobile Invented by I. C. S. Student C. H. Blomstrom.

# THE QUEEN

**STYLE---QUALITY---SPEED**  
(A TRINITY OF EXCELLENCE)  
*Embodies the Latest and Best Features of the Most Expensive Machines*



Side Elevation

**MODEL K. PRICE \$2,000**

OUR  
**Runabouts, Light Tonneau and Touring Cars**  
ARE  
**"The Peers of All"**

See our Cars at the Show, Space 24 and Special.

next page (95)-  
top left, 1906 Queen. middle left, 1906 Queen. bottom left, Blomstrom factory 1905-courtesy NAHC  
top right, 1908 Deluxe middle right, Deluxe factory in Detroit, 1907



# C. H. BLOMSTROM MANUFACTURING COMPANY

## DETROIT, MICHIGAN

### 1906-1909

**C. H. Blomstrom** had severed his connection with the original C. H. Blomstrom Motor Company in August 1906, and began designing a five passenger touring car. He then formed the C. H. Blomstrom Manufacturing Company and moved to a commodious brick factory with three floors and a basement. It was located on the corner of Leib and Wight streets. Enough parts were initially ordered from outside factories to build 100 cars called the Blomstrom "30."

The engine was a water cooled four cylinder with a bore and stroke of 4.2 x 4.5 inches with 85 lbs compression, showing 30 hp at 1000 rpm. This gave enough horsepower to reach 50 mph easily on a fair road. It had Weston Mott axles with bevel gear drive. The rear wheels were on Hyatt rollers and the front wheels were on two point ball-bearings. A sliding gear was a selective type by Warner. The chassis frame was pressed steel four inches in depth supplied by the A. O. Smith Company.

In 1908 they planned to produce 200 units split between 125 touring models and 75 runabouts. Another car called the "Griswold," headed up by **J. P. LaVigne**, was being assembled in the same factory with the Blomstrom "30."

**Blomstrom** purchased the defunct Griswold Motor Company in late 1907. With that, he acquired the patent rights for an engine designed by **J. P. LaVigne** using a vertical crankshaft which was employed in the Griswold. On the basis that the vertical arrangement gave a gyroscopic effect, he soon renamed the car "Gyroscope." It was advertised as "the simplest and safest car on earth." The engine was started by a small friction clamp on the rim of the flywheel connected with a regular side lever, eliminating cranking. The driver stepped directly into the car, took his seat and pulled the lever to start the motor. The danger of *back kick* was removed by an interlocking device between the lever and the spark control members, preventing the operation of the lever when the spark was advanced.

The Blomstrom "30" was discontinued in 1908 with very few Gyroscopes produced. **Blomstrom** decided to sell the patented engines instead of automobiles. In mid 1909 he sold "gyroscope" engines to the Page Gas Engine Company in Adrian, Mich. After acquiring engines from **Blomstrom**, Page re-organized and became the Lion Motor Car Company and Blomstrom began shipping engines, but the Lion Company soon abandoned the gyroscope engine for a conventional four cylinder engine. The Lion automobile quickly was in production and sold seven cars in one week. They planned to build 20 cars per week using 175 men (mostly skilled workers). Every department was *up on its toes*. Then, in June of 1912, a major fire razed the factory. The town of Adrian tried to help but the Lion Motor Car Company was inadequately insured and went into receivership in December 1912. **A. O. Dunk** bought the assets saying he would build the Lion in Detroit. In 1913 **Blomstrom** sued for breach of contract and won since he had shipped a number of engines before Lion decided to use a conventional four cylinder.

*The Blomstrom "30" was advertised as "The most for the money ever offered."*

