

About California Bills Automotive Handbooks

The name of our company pays tribute to “California Bill” Fisher, an early hotrodder and automotive book publisher in southern California.



Left: Early Logo



Right: Later Logo

In 1946, Bill Fisher was a student at the University of Southern California. As it came time to write his Master's thesis, he decided to combine his love of automobiles and English. He wrote *How to Construct a Hot Rod For High School Auto Shop Classes*. This thesis was the basis of his first published automobile book. Later, in 1948, Bill Fisher had a speed equipment shop in Eagle Rock, California and supplied speed parts to racers competing at Bonneville, El Mirage, and Muroc Dry Lakes. This was in addition to his flourishing mail-order automotive book business. Parts as well as books were sold to hot rodding enthusiasts across the country.

First Annual
**BONNEVILLE NATIONAL
SPEED TRIALS**
PRESENTED BY SOUTHERN CALIFORNIA TIMING ASSOCIATION

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THESE STRAIGHTAWAY SPEED TRIALS, CONDUCTED ON THE SMOOTH SURFACE OF THE BONNEVILLE SALT FLATS LOCATED NEAR WENDOVER, UTAH, ARE PRESENTED IN THE INTEREST OF FURTHERING THE DEVELOPMENT OF AMATEUR AUTOMOBILE TESTING INTO A RECOGNIZED AND ACCEPTED AMERICAN SPORT.

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HOT ROD!

California Bill's
HOT ROD MANUAL

This new California Bill's Hot Rod Manual, the only hot rod manual ever published, tells you how to build a hot rod from a stock car. It covers all the latest and greatest hot rod ideas, from the simple to the complex. It's the only book you need to know to build your "Crusty" like a "Pro".



CALIFORNIA BILL
BOX L-7, EAGLE ROCK STA., LOS ANGELES 41, CALIF.

Weber
RACING CAMS and FLYWHEELS

— C A M S F O R —

TRACK — LAKES — ROADS — AIRRIGTS — COUPE
LIGHTWEIGHT ALUMINUM FLYWHEELS
FOR FORD AND MERCURY
SPECIAL NEW TYPE RACING STRONGER PISTONS

WHILE IN SALT LAKE CITY SEE
JOHNNY'S AUTO MACHINE SHOP—117 S. STATE ST.

DEALERS EVERYWHERE
— OR WRITE —

WEBER TOOL COMPANY
4200 Whiteoak St. Los Angeles 33, Calif.

Page 12 Bonneville National Speed Trials

First Annual Bonneville Speed Trials Souvenir Program,
August 22 to 27th, 1949 featuring California Bill advertisement.



Left: Hot Rod Magazine, April 1950.



Right: Hop Up Magazine, September 1952 with lead article by California Bill.

WHICH WINS?



FORD & CHEV OWNERS BOTH WILL BE AHEAD IF THEY READ CALIFORNIA BILL'S...

FORDHOT ROD MANUAL

100 colorfully bound pages, thick full of construction drawings, photos and valuable, easy to read technical data. Complete info on how to build A-YE's, install hydraulic brakes on any Ford, and how to convert V-8, Main, Ford & Lincoln and 4-cylinder engines, for speed and power. Price \$2.00.

CHEVY SPEED MANUAL

Complete data on modifying the 1937 thru 1949 Chevrolet engines. Full info on cams, carburetion, superchargers, speed tuning, etc. Answers all your questions on how to build fast Chevrolet engines for road cars, roadsters and boats. Price \$2.00.

Send check, cash or money order today! Your order will be sent same day we receive it. California orders add 2% sales tax.

CALIFORNIA BILL 4611 YORK BLVD., DEPT. H-9
LOS ANGELES 41, CALIF.

Don't Junk That Ford!

If your Ford (Model A thru 1930 models) doesn't run off and leave 'em like it oughta, you should apply the dope contained in our Ford Hot Rod Manual. So whether you have a '30 model or a 1928 job, get to work and make yourself a really hot piece of machinery!

\$2.00 POSTPAID
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Reservations available—write on your letterhead



Hold That Green Paint!

1935-Chevy Speed Form Catalog Available Here

With this info from Cal. Bill's new Chevy book we won't need to paint it green so's to hide in the grass and watch the Fords go by! Nossir! We can go right out and run away from 'em after we work over this engine a bit. Why, it's the most complete book I've seen. It has all the dope we need on—Oh, well, you've seen his ads, so you know what's in it.

SENT POSTPAID FOR \$2.00

CALIFORNIA BILL
CALIFORNIA BILL 4611 YORK BLVD., DEPT. H-9, L.A., 41, CALIF.



Left: Hot Rod Magazine Ad, 1950

Right: Hot Rod Magazine Ad

During this era he wrote and published several Speed Manuals that he advertised in Hot Rod, Motor Trend and Road and Track. These ads featured drawings by his friend Tom Medley. These nostalgic books became popular again forty years later when more aficionados took interest in recapturing the history, styles, and techniques of the late 1940s and early 1950s. As a result we have republished some of these early books.

BENCH RACING?

YEP! Bench racing or the real McCoy, you are sure to know what you are talking about by reading the complete Speed and Racing information in both of California Bill's new speed manuals. These manuals are written so that you can understand every word, with satisfaction guaranteed. They are the finest speed manuals money can buy. We invite comparison.



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Send Check or Money Order Today!
 Box L, Dept. T-3, Eagle Rock Station,
 Los Angeles 41, Calif.

FORD HOT ROD MANUAL
 (128 pgs.)—\$3.00 postpaid
CHEVROLET SPEED MANUAL
 (90 pgs.)—\$3.00 postpaid
 California orders add 4c sales tax

Left: Ad, March, 1950



"DIDJA GO TO BONNEVILLE?"

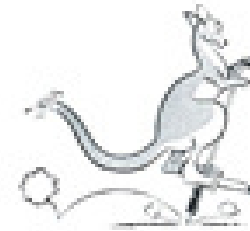
Those who did get a mile sub-
 burned, saw records broken, un-
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 Cars in action—at speed going
 thru the traps, engine close-ups,
 technical details, etc. A complete
 and detailed coverage of the First
 Bonneville National Speed Trials.
 It's all yours in a new souvenir
 book by California Bill.

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 Every trained and automotive enthusiast should
 have this in his library!

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NEED MORE JUMP?

If so it's a cinch by following the
 up-to-date speed secrets in Cal-
 ifornia Bill's two new manuals.



Read New! Chevrolet Speed Manual. Written by experienced experts who have learned how
 to make them really DO! Proven and tested information for hot rodding 1937 through 1949
 Chevrolet engines, how to install 1937 or later engines in pre-1937 chassis. Full info and com-
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 every question on rebuilding your Chevrolet engine for speed, acceleration and power. In-
 cludes all necessary data for road cars, roadsters, truck jobs, and boats. Sent postpaid for \$3.00.

No matter what you are building in the way of a Ford hot rod, you'll find plenty of useful
 ideas in this 128-page Ford Hot Rod Manual. It's truly terrific in every way! Complete steps
 on installing V-8 engines in Model
 breaks on any Ford, 1928 thru 1936.
 manifolds, camshafts, porting and
 Guaranteed finest if you've been
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 and be pleasantly surprised at the authentic and helpful info which it contains. Sent
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 data on high compression heads,
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CALIFORNIA BILL

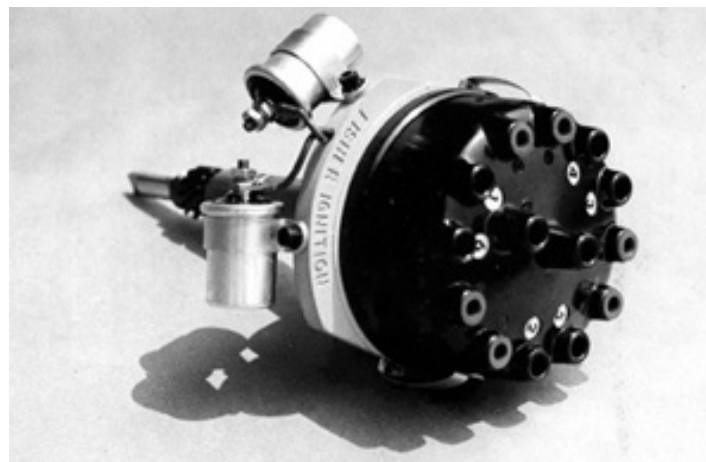
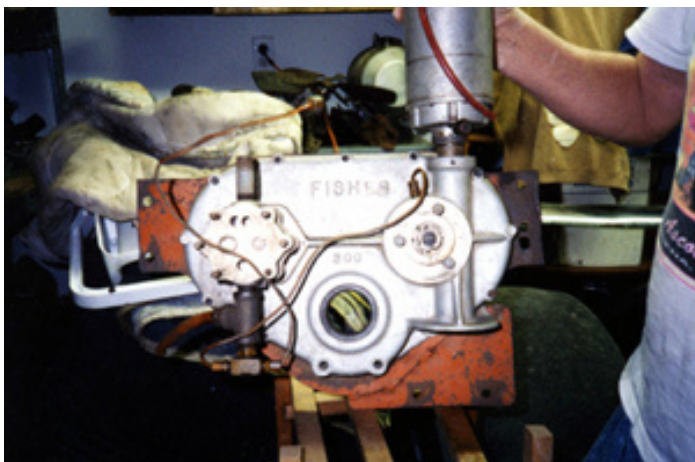
BOX L-60, EAGLE ROCK STATION, L. A. 41, CALIF.

Right: Hot Rod Magazine Ad, November 1949

A long-time six-cylinder fan, his favorite engines were the Chevy and GMC sixes. His history as one of the owners and manufacturers of the famous twelve-port head are recounted in the history found at Inliners where he was one of the initial members.



From Left to Right: Chuck Glaviano, Bill Fisher, and Nick Glaviano; founder of Nicson Manifolds.



FISHER 12 PORT GMC



The Fisher 12 Port GMC Head & Accessory Drive Equipment was designed and originally built by Wayne F. Horning. Mr. Horning is considered one of America's foremost designers of competition overhead valve engine equipment. In designing this head, Horning eliminated the bad features of the Wayne Chevrolet head which he had designed prior to the GMC model. Spark plugs were relocated to eliminate hot spots and the need for excessive spark lead. We have changed the material from cast iron to aluminum. Other than that we have kept the original design as we feel it is the best available in the U.S. today. Ask owners of the Horning or Fisher head and they will tell you that their outfits are now far more consistent performers than anything else against which they are competing. Horsepower is no good unless it is reliable. The G.M.C. engine set up with our head and to our specs is reliable!

PARTS CATALOG & PRICE LIST



Custom automotive parts manufactured by Bill Fisher in the 1950's.

In 1964 he started HPBooks, initially with one title, How to Hotrod Corvair Engines. In the late sixties and early seventies the list was greatly expanded with How to Hotrod Volkswagen Engines, Holley Carburetors, Turbochargers, How to Hotrod Small-block Chevrolets, How to Hotrod Big-block Chevrolets, and dozens more.

The list of automotive titles grew along with bestselling cookbooks, photography, gardening, and other how-to-do-it books. HPBooks was sold to Knight-Ridder Newspapers in 1979, resold to Price, Stern, Sloan in 1984, and later sold to Penguin. HPBooks automotive titles continue to be revised and kept current.



1979 Buick Skyhawk coupe owned by H.P. Books (Tucson) and Doug Roe Engineering (Phoenix) set two new records at the 1978 Bonneville Nationals Speed Trials at the Bonneville Salt Flats in Utah. The C Gas Coupe Record was moved from 189 to 203 mph by Doug Roe; the C Altered Coupe record was moved from 195 to 208 mph by Ron Armstrong. Both men were accepted into the 200 mph club as a result of setting these over-200-mph records. Shown here from left to right are Bill Fisher, co-owner; Doug Roe, co-owner and record setter; Ron Armstrong, mechanic and record setter; and Jim Ruggles, Mechanic.

Bill Fisher put together a Bonneville team campaigning the HPBooks Buick Skyhawk. This car enabled four drivers to enter the Bonneville 200 MPH club (must set a class record over 200 mph) by changing engine displacement and fuel combinations. Bill gained his lifetime entry into the club with a 1981 two-pass speed of 207.287.

He later started another publishing company Fisher Books in 1987 creating many lifestyle and automotive titles. Bill Fisher battled cancer for ten years and finally passed away in May, 1999.

After selling the lifestyle titles to Perseus Publishing in 2000, the Fisher family retained its automotive titles and renamed the remaining publishing entity in honor of “California Bill” Fisher.

We now publish a number of automotive books on subjects we love, especially nostalgia, customizing, and hot rodding.

You’ll find a variety of books about Ford and Chevrolet history, automotive nostalgia from the fifties, and the latest in custom auto upholstery titles.

