



# THE PIT STOP



MOSES LAKE CLASSIC CAR CLUB

March 2009



## FROM THE PRESIDENT

### A Shamrock Should be RED!

In March we celebrate St. Patrick's Day...but green isn't my thing. I like RED! Now I can't paint all the Shamrocks red, but we could paint Gordie Edwards car RED. Whose with me? Okay, okay...moving right along. Here is the completion of the Pierce Arrow article: (Continued from February Newsletter)

While most luxury automobile manufacturers relied upon outside coachbuilders, Pierce-Arrow dealt solely with the Aluminum Company of America. This Buffalo, New York based company created cast aluminum body panels using casting techniques that were produced thinner than most in the industry. This allowed the Pierce-Arrows to retain their strength and rigidity but to be low-weight. The designs of the body were created in-house, by the Pierce-Arrow's Art Department. Headed by Herbert Dawley, the designs, colors, materials, and accessories were all designed and fabricated to accommodate the requests and demands of their clientele.

In 1909 the company became known as Pierce-Arrow, the Pierce family sold its interests and left the company. During this same year, the Great Arrow line was discontinued. The vehicles produced by Pierce-Arrow began to grow in every aspect, such as size, power, price, luxury, and prestige. They were considered by many to be the pinnacle of automotive technology, so much so that President Taft ordered two for the White House.

In 1910 there were three chassis offered by Pierce-Arrow, the 36, 48, and 66. The price ranged for the Model 36 was \$3850 through \$7200 depending on configuration and coachwork. They were powered by a six-cylinder engine capable of producing 36 horsepower. The Model 66 had a six-cylinder engine with a 5 inch bore and 7 inch stroke. It was capable of producing 60 horsepower. The price ranged from \$6,500 through \$8,000.

In 1913 electric headlamps were standard on Pierce-Arrows and in 1914 Pierce-Arrow introduced an innovative concept by placing headlamps atop the front fenders. The design was created by Herbert M. Dawley. The Model 48 featured a 515 cubic-inch T-head six-cylinder capable of producing 48 horsepower. The vehicle was offered in two versions, a 'B' and 'D' which represented the options selected by the buyer. The 48D came equipped with a Disco acetylene self-starting system. In 1914 the Series 66 received a larger engine, an 824 cubic-inch power-plant. All Pierce-Arrow automobiles were left-hand drive until the 1920's when they became right-hand drive. The innovative Dual Valve Six was introduced near the close of 1918.

During World War I the company shifted its priorities to the production of military vehicles. At the end of the War the company went back to producing vehicles. The Series 66 and Series 38 were discontinued, leaving only the Series 48. The Series Five was introduced featuring two intake and two exhaust valves per cylinder. Near the close of 1920 the Series 32 was introduced. The vehicle received mechanical refinements in 1921 and the name was changed to Series 33. It would remain in production until 1926. During its production life span over 7000 chassis were created ranging in design and consisting of 19 different body styles. The vehicles featured an electric starter motor made by Delco but outfitted with a Pierce-Arrows engine. The 24-valve six-cylinder T-Head power plant had dual-ignition and a one-piece detachable cylinder head. It was capable of producing 85 horsepower, a considerable figure at the time. (Continued on Page 3)

# Moses Lake Classic Car Club

## February 12, 2009

### Meeting Minutes

Meeting at Memories-R-Forever called to order at 7:00 p.m. by President Dave. The minutes from our last meeting were approved as printed in our last Newsletter. Barb gave the Treasurers Report. A duplicate entry of \$260 was removed from the check book and two bills totaling \$42.85 were paid in the past month. A motion was approved to pay the bills on hand.

Committee Reports – Karen asked for help with the show flyer and Paul B. volunteered. She is using a photo of Dennis Ferguson's car for this year's T-shirt. President Dave can use his car for the dash plaques. She advised that the motorcycle club wanted to sell hot dogs at our show, but we decided not want to bring in competition that would subtract from our food vendor. Karen said she has done a cost analysis for our show and we will need about \$4,500. Michelle brought up the Drifter's request for \$300 for their Friday night cruise and there was quite a lot of discussion about that. Our club approved giving the Drifters \$300 in exchange for all the \$5 entry fees they collect. Karen also asked if anyone who knows of any business or individual that wants to donate to our door prizes, please get the donation or information to Karen. We can use all the prizes we can get.

LaDell volunteered to take the lead on getting our trophy sponsors this year. He will be doing basically the same thing that he did last year. We also discussed having an annual 'Memorial Trophy' for any deceased club member. The club approved that and LaDell will follow through.

Rob informed the club of pending changes planned for the library park. We might need to find a new venue for our 2010 car show, but hopefully no problem for this year.

Old/New Business – Webmaster Paul emailed several clubs and car shows to let them know about our website and our car show. He had the correct dates for the Coeur D'Alene show. Bob M. is putting together a block of motel rooms for that show. Michelle still has only five email recipients for the newsletter, so she's still mailing a paper copy to all members. Any members that would like their newsletter via email should let Michelle know.

Mick proposed giving a breakfast for car

show participants. It would probably be a simple buffet of cooked breakfast items. There was lots of discussion. The club approved having Mick take the lead and put together a \$5 breakfast, coordinated with our lunch vendor. We will see how well it works this year and maybe next year we can offer either a T-shirt or tickets for two breakfasts per entry.

Blackie brought up the large span of years in the trophy class: Stock Car or Truck, 1948 or OLDER. It was noted that we only had 7 vehicles in that class last year, but 12 the year before. No action was taken.

Big Bend Community College instructors Chuck Cox and Mike O'Konek brought their students Sheila Snyder Jones and Eli Rudnitski to our meeting. Sheila and Eli shared the \$1500 we provided in our 2008 BBCC automotive scholarship fund. They both spoke to the club about their college course work and their future plans and how the scholarship had helped them succeed in getting their degrees and certifications.

Two door prizes were drawn. Lois won the tool bag and Bob K. won the car washing supplies. Annie won car of the month honors. The 50/50 drawing was won by Barb. Meeting was adjourned at 8:00 p.m.

Submitted by Bob Kent, Secretary



### February Car of the Month

This fantastic little 1957 Jeep was listed on a flyer in the Warden Post Office. Gordie took Dave Altizer with him to take a look at it. Later Gordie went back--ultimately he looked at it three times--and found it to be in pretty good shape. He finally bought it, after the third visit, from a gentleman in Lind, WA. Of course, Annie, the negotiator, sealed the deal.

They brought it home and have since added a soft top (now that was some project), and a tail gate. They've enjoyed driving it ever since.

Annie & Gordie Edwards



NEXT MEETING: MARCH 12, 2009

TIME: 6:00 P.M DINNER

7:00 P.M MEETING

LOCATION: MEMORIES ARE FOREVER

MENU: CHICKEN ALFREDO, GREEN BEANS,  
GARLIC BREAD, VEGGIE, SALAD

DESSERT: ST. PATRICK'S ANGEL FOOD DESSERT

A three-speed manual transmission was mated to the engine and drove the rear wheels. The suspension was comprised of semi-elliptic leaf springs and solid axles. The cost to own a Series 33 ranged from \$5,250 to \$8000. In 1924 the Series 80 was introduced as a low-cost alternative to the Series 33. The Series 80's were smaller in size but retained the same quality Pierce-Arrow was famous for building. They became very successful in increasing sales for Pierce-Arrow. In 1928 the Series 81 was introduced.

In 1925, Pierce-Arrow and the Aluminum Company of America, built an aluminum car. Almost ever component of the car was made from the light-weight metal. It was used to create attention at Auto Shows while testing the plausibility of a light-weight vehicle. Little ever evolved from this experiment. Pierce-Arrow had not focused enough attention on the design and development of new products. Many of the luxury manufacturers such as Marmon, Cadillac, and Lincoln had vehicles powered by V12 and V16 engines. The Pierce-Arrows were still powered by six-cylinder engines. For the 1928 model year the company required financial assistance to stay current. The Studebaker Corporation from South Bend, Indiana came to their rescue and with their new financial freedom; Pierce-Arrow was able to produce a new model line for 1929 powered by a new engine. The engine was a side-valve, inline eight with nine main bearings. The result from the automotive consumers was astonishing, with sales reaching its highest point ever for the company.

World War I had slowed the development of the automobile and had made it difficult to regain momentum when production began at the end of the War. The Great Depression and stock-market-crash began in 1929 causing another hurdle for the automotive industry to tackle. For manufacturers like Pierce-Arrow who tailored to the upper market segment truly felt the pain. Sales fell to 6,795 units in 1930 and to 4,522 in 1931.

In 1932 Pierce-Arrow improved the Model Eight increasing its appeal in every capacity. A side-valve V-12 was introduced in 1932.

The Silver Arrow was a bold move by Pierce-Arrow. It was introduced to the public at the New York and Chicago auto shows and carried a \$10,000 price tag. It had silver paint, vee-shaped grille and retained the famous Pierce-Arrow fender-mounted headlamps. The spare tires were carefully concealed in compartments built into the front fenders. Dual headlights were placed on the fender and the stylish fastback design was extravagant and spectacular. Due to economic turmoil and an astronomical price, only five Silver Arrows were produced.

In 1933, Pierce-Arrow and Studebaker were both feeling the effects of the Depression. Studebaker was forced to sell Pierce-Arrow. The company was again rescued; this time by a group of Buffalo based investors. With this new life provided to Pierce-Arrow they were able to produce an improve model-line-up for 1935 and again in 1937.

The Packard Company was managing to stay afloat by creating a lower-cost line that appealed to a broader market segment and had increased revenue and sales. Pierce-Arrow attempted to mimic their achievement by introducing the low-priced One-Twenty model. The move may have worked if it had been done earlier, and Pierce-Arrow was forced to cease production in 1938. On Friday, May 13th the company was sold at auction.

David

## REMINDERS

Please check with Barbara Shay to make sure your telephone and address information is current.

Club membership dues are now due.





## Gone But Not Forgotten

We mourn the loss of Joe Grover who went to be with his maker on Sunday, February 22, 2009. Joe was the owner of the "Moses Lake Music" store.

A memorial service was held at the Moose Lodge in Moses Lake, on Saturday, February 28, 2009.

## **Moses Lake Classic Car Club**

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