



THE PAS KEY

2020: THE YEAR OF OUR DISCONTENT

(Apologies to John Steinbeck.) **But...**some NorCal Pierce owners managed to enjoy a few tours, despite the virus restrictions. This issue will show them and their cars, and also bring you up to date on what other members have been up to, and news of the region. (There was no Multi-Club Pre-War Tour, no Fourth of July Piedmont Parade, no Cad-LaSalle Club Portal Park Picnic, no Pebble Beach Concours, no Antique Autos in History Park and no Gatsby Art Deco Picnic).

Williamsburg Winter Weekend

In February (pre-COVID rise), several NorCal folks attended the Winter Weekend at Williamsburg, VA, where they were steeped in history, from colonial Williamsburg to nearby Yorktown, and a tractor museum and a restoration shop/collection. Below left is the group at a demonstration in the Jamestown Settlement at Yorktown, and below right is Rich Lange pondering the USS Monitor display at the Maritime Museum in Newport News, VA. (Wow - it could use some Evapo-Rust!)



NorCal attendees were Rich & Janet Lange, Dave & Donna White, and Greg Long.

Pierces on Tour

We are looking forward to next year for another multi-club tour with Packard, Franklin, Lincoln, Cadillac and other pre-war classics.

Marshall Mathews Tour

On Sunday March 8, we visited Nancy Mathews' home and garages in Woodside for the 17th Memorial Marshall Mathews run to the coast. The Mathews' big Series 66 touring dominates their left garage (left). Luckily, Nancy scheduled the tour early this year, before COVID took charge of our lives. Cars and motorcycles of all varieties participated, raising money for ALS research. Teebay & Ann took his '34 Silver Arrow (right) and Bob and Nancy Jacobsen drove his '55 Jaguar.



Pierces on the Modoc Tour

Rodney Flournoy (with help from Scott Henningsen) put on a great tour as usual, on September 14-18. The weather was much better than last year. There were 105 people and 44 cars, 19 of which were Pierces. Besides Rodney & Scott, the Abrahamsons, Don Benham & Karen Schmidt, Tony Costa, Darren Farnesi & Len Pistoria, Greg Long & Ken Sockrider, Warren Martin, the Seidells, and George Teebay & Ann Beals represented NorCal. Greg and Ken delivered a Series 80 roadster (left) and George, Ann & Mochi with Don & Karen in George's 1918 Model 48 stopped by an old barn near Alturas (right).



Ironstone Tour

The Ironstone Concours, where Pierce-Arrow has always enjoyed its own class, was cancelled this year. Instead, the committee organized a one-day tour on Saturday September 26, where after enjoying the sights around Murphys, all 100 of the participants got to drive across the stage

at the Ironstone Winery, receive a ribbon and participate in a photo opp. NorCal was represented by the Abrahamsons in Al's Triumph, Tony Costa in his green '32 Pierce coupe, and George and Ann in George's '34 Silver Arrow coupe.



Horseless Carriage Tour



On October 11, the HCCA put on a tour ending in a (socially distanced) picnic lunch at Robertson Park in Livermore.

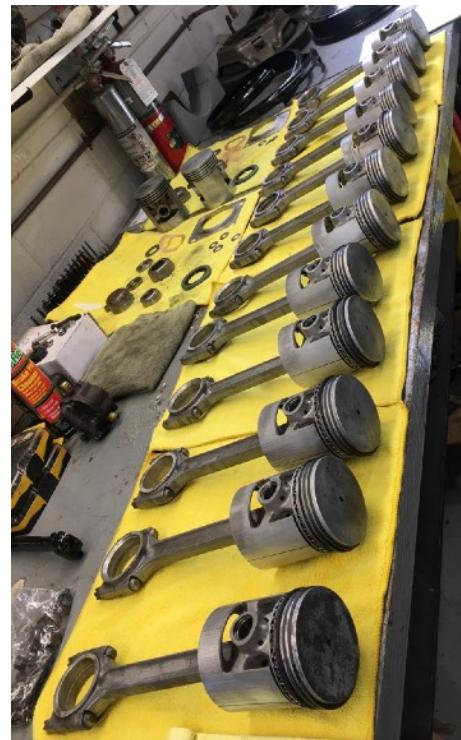
Members Don Benham and George Teebay drove their 1928 and 1918 Pierces. (There's a 1916 Packard lurking in the background.)

Other Member Activities

Scott Henningsen is meticulously restoring the engine in Scott Krein's (prospective member?) 1920 Series 51 Touring (below).



Bob Jacobsen has had new piston pins and rod bushings installed in his 1933 Series 1242 Convertible Sedan (solving an annoying tick). Also new rings, carburetors (with ethanol size jets), wiper motors, oil lines, gas tank sender, universal joints, and tie rod ends. More improvements scheduled for later.



Rich Lange has completed installing high speed rear end gears, and new brakes on his 1933 1236 Sedan (right).



Sheldon Ball's 1932 836 Club Brougham

The 2019 Model 4 Arrow magazine did a story on Sheldon Ball's 1932 Pierce being used in the wedding of David Wise, the great-grandson of Karl Wise, Pierce-Arrow's chief engineer in the late 20's and 30's. What the article did not expand on was the fact that the car was also used in Sheldon and Tricia's own wedding, back in 1985, in Pasadena, CA (below). Tricia was Sheldon's wrench-handling soulmate, having restored her own Austin-Healey Sprite, helping to restore her 1969 Camaro, and enjoying their Pierce, Franklin, Marmon, Studebaker and Model T. Sadly, Tricia passed away in 2017. Sheldon's Pierce has been a familiar sight at the Ironstone Concours for many years. If you haven't read the article in the Arrow, put it on your list.



Another 1932 Club Brougham is owned by one of our newest members, Steven Depper.

Steve dropped off some parts that he bought at the RM Dennis Mitosinka Collection auction in September. (Dennis Mitosinka was an early member of our NorCal group in the 70's, and ran the Acme Garage that did restoration and repair in San Lorenzo, CA, and later ran Cars of the Stars in Southern CA, that rented vintage cars for use in movies.) We discussed the Pierce parts he purchased, including several nice 1930 and previous taillight assemblies, and what he needs to do to get his '32 reassembled. He said his father bought it at a Harrah's auction in the 60's, and the

name 'Roosevelt' appears on an old registration! Although Steve went to inspect a 1929 Pierce roadster at the auction, he ended up buying a 1922 Studebaker Big Six 7-passenger touring to use while he gets his 1932 Pierce together.



Another of our newer members, Tom Beidelman, is looking for a nice Pierce 30's sedan, but in the meantime, he is working on his '34 Packard Eight coupe (left, picture taken at 2015 Gatsby Picnic before Tom owned the car).

Last Year's Holiday Brunch (December 8, 2019)



We had a great time at the Holiday Brunch last year. We enjoyed the year's events on video, played a quiz game, and met new members. Twenty-one of us joined the party at the Marines' Memorial Club in San Francisco. Left to right: Janet Lange, Laura Ochsner, Rich Lange, Jim Ochsner, Warren Martin, Tom Beidelman, Bob & Julia Sohl, Curtis & Chris Parisi, Bob & Nancy Jacobsen, Donna & Dave White, Tony Costa, Karen Schmidt & Don Benham, Royalee Schertle, Ann Beals, Andrine & Hank Zuberer. Hopefully we will be able to gather again in 2021 for our 18th brunch there.

That's about it for tour reporting. Here's a few items of Pierce trivia:

In 1926, the shipping industry inspired Pierce-Arrow engineer Francis Davis to develop a **power steering** system for his 1921 Pierce. It was two decades later before the first automotive hydraulic power steering system — the Hydraglide — made its commercial debut on the 1951 Chrysler Imperial. *The Unreasonable American* is a good read written about Davis' life & inventions.

Here's a favorite period photo of mine, taken at a golf course near San Francisco, to advertise the Series 80, by the Pierce-Arrow Pacific Sales Company:



DIRECTOR'S MESSAGE



I like to feel our club did at least a few fun things this year despite the obstacles thrown at us. Thanks to all who contributed stories and pictures to this issue. (If you think an event could have included more pictures, that's all I received, so please take and send more next time!)

Also, one of the things that has kept *me* sane lately is our local Saturday morning "donut derelicts" gatherings, where mixed-make vintage car owners meet (with masks!), have coffee and tell stories. I have also had plenty of time to work on 3 of my cars.

One event we can look forward to next year is the Antique Autos in History Park show. San Jose's Kelley Park is the site of the largest annual antique auto show (pre-1945) in the West, presented by the Santa Clara Valley Model T Club & History San Jose. Put this show on your calendar for next year, September 19, 2021, because Pierce-Arrow will be the featured marque. Let's get 'em all running and have a great representation!

As mentioned in my last letter/email, 2021 Membership is free of charge, since we did not have the usual number of events this year. I'm looking forward to seeing all of you at an event next year - it's NorCal's 50th Anniversary! Happy Holidays!

-Bob Jacobsen