

GREAT ARROW news

The Pierce-Arrow Museum Newsletter



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WANTED:
Articles, Photos, Ideas



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Newsletter Design & Production

Liz Horne (GA)

The photo below shows the beautiful 1916 Pierce-Arrow at its new home in the Pierce-Arrow Museum. Visitors can now enjoy examples of all decades of Pierce-Arrow production thanks to Conrad Fletcher's generosity.

LEGACY PROGRAM

Results in Significant
Donation to the Museum



Conrad Fletcher's Legacy

By Dave Stevens

The Pierce-Arrow Museum is very grateful for the donation of two vehicles recently received from Conrad "Con" Fletcher, formerly of Golden, Colorado. He recently moved to Parker, Arizona, and has been downsizing his collection. Con has been a member of the Pierce-Arrow Society for over forty years, and his wonderful generosity will greatly benefit the Museum.

When the time came to downsize Con took advantage of the PAF Legacy Program. The Legacy program is focused on all forms of financial support, and such a donation of fine automobiles is an excellent way to support the spirit of the museum's program.

The car most relevant to the Museum mission is a 1916 38-C-4 Pierce-Arrow Brougham, Serial Number 37231. This is an early 1916 built in early December of 1915, thus recognized for inclusion in the Horseless Carriage Club of America. Con actually

had it listed in that roster as a 1915, even though model year 1916 is the correct year for the Series C-4. A total of 2004 Series C-4's were built through 1917. Price new was in the \$5000 range, in a year when a loaf of bread was seven cents and a pound of sugar was four cents. This car fills a "teens" gap in the Museum collection, perfectly representing both Pierce motor cars and the opulence and luxury of the era.

The Fourth Series Pierce cars of 1916 had subtle improvements over previous models, and their elite market appreciated the 415 cubic inch in-line six cylinder engine and smooth performance. Bore/Stroke was 4 inch/5.5 inch, and the car rides on a 134 inch wheelbase. The focus of Pierce-Arrow at the time was on the luxury market, and it shows in the highly refined automobile

continued on page 3



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PIERCE-ARROW FOUNDATION

Operating the Pierce-Arrow Museum on the Campus of the Gilmore Car Museum

February 2018

Dear Friends of the Pierce-Arrow Museum,

Many thanks to David Coco for accepting the editorship of the Pierce-Arrow Museum Newsletter!

You, who faithfully support our museum, deserve to have a description of the many ways that your dues and donations are being used to educate the public about the history of the Pierce-Arrow Motor Company. I'm sure that David will give us a good mix of news and entertainment from the car museum world..... of course, with emphasis on the Gilmore Museum Campus, which is now the largest car museum in the USA. Please visit your museum as often as possible and see the results of your donations! We are proud of the 2018 display lineup of twenty-seven Pierce vehicles!

A big "Thank You" goes to Conrad Fletcher for his most appreciated car donations to our museum! Not only does his gift add significantly to the museum's collection quality, but it fills a void in the 1910-1918 years. Read the article in this newsletter for more details!

By the time you read this, the new museum website will have been launched. Many people have worked to bring this to fruition.... Arnold Romberg, Dave Stevens, John Wozney, Stu Blair to name a few. But the person, who lifted the heaviest load, working closely with web-site designer Melissa Zarda, was the PAS go-to girl, Liz Horne. Liz, thank you for coming to my rescue on this one! Both you and my eight-year-old grandson clearly recognize the problem I have with this new technology. After giving me a smart phone lesson, he told Jane: "Papaw tries, but he just can't get it".

The Foundation Board of Trustees, Museum Committees and Museum Friends, sincerely appreciate the continued support from the Family of Pierce-Arrow Enthusiasts. Please visit your museum as often as possible and see the results of your donations. Changes and improvements are ongoing, and for this reason each visit will be fresh and rewarding!

Most sincerely,

Merlin B. Smith, Chairman
Pierce-Arrow Foundation

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that the Fourth Series represents.

This particular car was an original unrestored vehicle in the famous Harrah's collection. It was purchased by Ed Morgan of Scott's Valley, Arizona, at the second Harrah's dispersal auction. This is an interesting connection, as Morgan's company built carnival equipment, and built several rides for Disneyland in 1955 when his company was called "Arrow Development". Pat Craig bought it from the Morgan family, and subsequently sold it to Con in the mid-1990's. Con then had a top notch restoration done to the car, the quality of which is still evident. Con used it extensively for touring events, primarily in the West and Upper Midwest, and the car was featured on the cover of the Nov/Dec 2009 HCCA Gazette magazine.

Con also donated a rare 1909 Packard Model 18 Limo that he had owned since 1974. The smaller four cylinder 18 HP series was a short lived model for Packard, and supplemented the larger Model 30. On a shorter wheelbase, it looks small alongside the Pierce, and is far lighter. There's no room for it in the Museum right now, so for the time being it will be a part of the Gilmore Brass Era display.

Special thanks to Pat Craig, Paul Johnson, Dave Harris, and Dave Stevens, for working with Conrad to make this very special donation become reality.



Con Fletcher as chauffeur and his 1916 Pierce-Arrow Limousine Model 38-C-4 he recently donated to the Pierce-Arrow Museum. This is believed to be the only remaining 1916 model in this body style out of an estimated 100 built.

Our Fabulous New Website Is... **LIVE**

After months of hard work, we are delighted to officially announce the launch of our new Pierce-Arrow Museum website at www.Pierce-ArrowMuseum.org

Our goal with this new website is to provide visitors with information about the Pierce-Arrow marque and the museum itself. The website boasts a clean design and intuitive and consistent site-wide navigation system with improved menu functionality that directs you to the information most relevant to you. It is also fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

We've introduced a range of new content to the website including a new online Museum Store with fully functional shopping cart, online checkout and payment. The Museum Store carries merchandise from Pierce-Arrow ball caps to faithfully reproduced, and much needed, Pierce-Arrow parts to keep our cars on the road.

The site was designed by Melissa Zarda of Pixel Lunch, LLC in Kansas City, Missouri, where she specializes in non-profit website design. Liz Horne volunteered to spearhead the project and coordinate on behalf of the Museum.

Going forward, we will continue to regularly update and provide new articles and notifications for our followers. We also plan to add video content, social media interaction and more product information as new reproduction

parts are developed.

We are very proud of the new website and feel it will create the experience Pierce-Arrow enthusiasts are looking for when they pay a visit to www.Pierce-ArrowMuseum.org. Check out the new website today!



Take a look at us ~ www.Pierce-ArrowMuseum.org



PIERCE-ARROW MECHANICAL CLUB



HEADQUARTERS: BUFFALO, N. Y.

MAINTENANCE AT THE MUSEUM

* * * * *

By Greg Long (MI)

Since the cars at the Pierce-Arrow Museum are meant to be driven, at the August 2015 'Gathering at the Gilmore' meet, the museum's 1936 Pierce-Arrow 1601 Club Sedan was participating in two days of touring around southwest Michigan.

The car had an unreliable temperature gauge, so there was no warning that the lower radiator hose was being sucked flat by the powerful water pump suction. The radiator showed plenty of coolant, but it was not circulating except at idle.

With the large fenders and engine set well down in the engine compartment (a problem working on the engine, too!), it's difficult for one person to troubleshoot this type of problem. When it was discovered that a lot of coolant had been lost, there were several PAS members around the car, making it easy for one person sit in the driver's seat while a second stretched over the wide front fender to analyze the situation [holding a hand over one's belt buckle to prevent scratching the paint, of course!]

Watching the lower radiator hose sucked flat when the engine was revved up above idle showed the cause of overheating. The overheating unfortunately resulted in a bad head gasket, so last August the 1601 was transported to my shop, where it will get head gasket replaced and, most likely, a valve job. Removing and replacing the head and gasket is about 60% of the work needed to perform a valve job, so it seems logical for both operations to be done together.

The removal process goes like this: The horns are mounted to the radiator brace-rods, and are removed first. Next, remove the air cleaner. Then, off comes the distributor cap, and it and attached wires are removed as one unit. Then the distributor stand or mount's three bolts are removed and the entire distributor and long drive shaft are lifted out, carefully maneuvered around the radiator support rod and the hood. The coolant is drained, and the upper radiator hose is removed. The oil cooler or oil to coolant heat exchanger is also bolted to the side of the cylinder head, so the mounting bolts are removed. This leaves the cylinder head bare, just the head bolts remain.

The head bolts and the threaded holes in the engine block have a history of rusting and corroding away, leaving only a few threads on the end of the head bolts trying to engage poor threads in the block. The head bolt threads must be checked, removing each bolt one by one and measuring, by holding bolt beside head, how far the threads would protrude below the head gasket. An option is to clean the bolt, drop it loosely in the vacated hole, and measure distance between top of head and underside of bolt. If bad threads are discovered, the bolts can be replaced, or the block's threads repaired with a thread insert.

With bolts removed, the head is just sitting on the engine, usually stuck down by the gasket and old sealants and corrosion. The head is persuaded to come loose, then with the help of at least one, preferably two other people, the head is lifted off the block, and carefully removed from one side of the engine compartment. If I have to remove head by myself, I use a wooden plank to support and ease the head out one side, padding the fender well.

The cylinder head gets cleaned, baked in an oven which removes old paint, old coolant 'sealant', oil, and grease. The head is then bead blasted and inspected with a magna flux tool, which will show if any cracks are present. If the 1601 had an aluminum head, it would have to be pressure tested for cracks. The head's gasket surface will then be machined flat so new head gasket has a perfect surface to seal against. The engine block will have to be scraped and cleaned, in the car, which is no easy task, and no oven or bead blaster for this operation, just hard work and sore muscles.

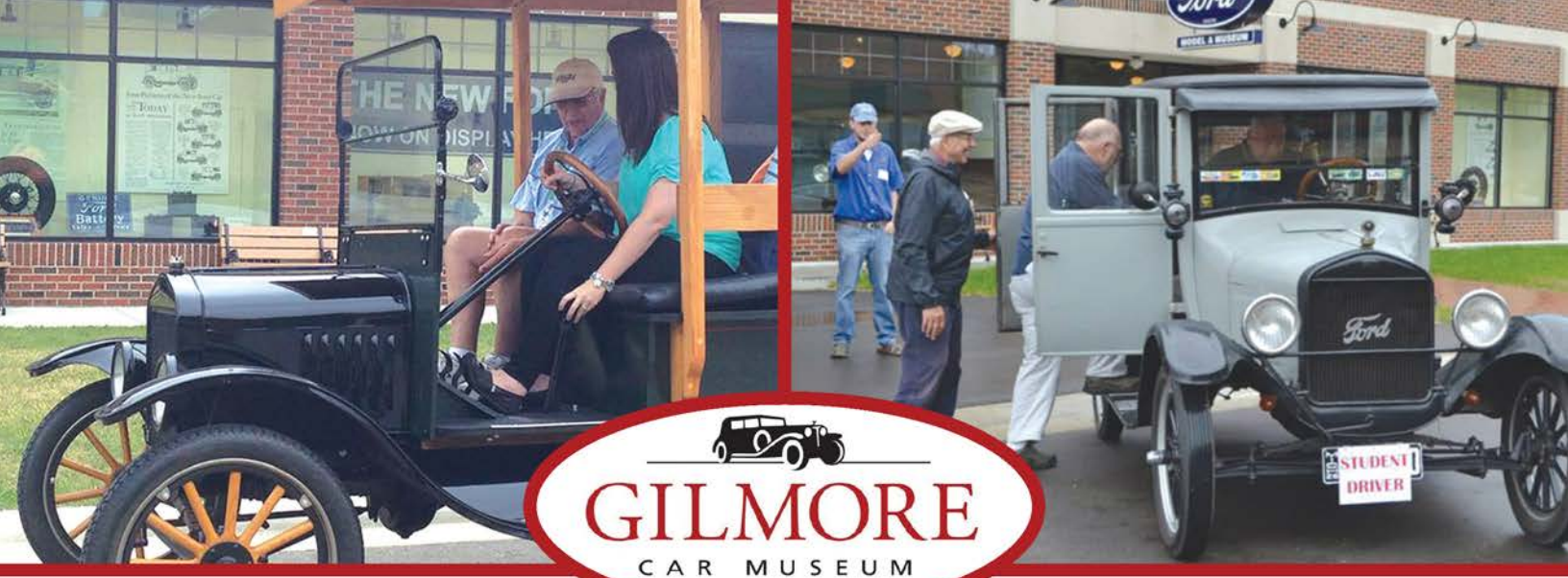
The valves will be inspected and at the very least lapped into their seats. If the valves show wear or damage, they will be replaced and the valve seats re-cut to create new surfaces for the new valves to seat against.

The process of removing the cylinder head will then be reversed, with a new gasket installed. The head bolts torqued in a pattern that starts near the middle of the head, then outward to the ends of the head. The tightening process is done in several steps. First one pass is done using about 20 foot pounds of torque, then a second pass with about 40 foot pounds of torque, then a third pass at 55 foot pounds of torque. Then the engine is left to 'rest' and adjust itself overnight. The next morning, the bolts that were torqued to 55 foot pounds will all only have about 40-45 foot pounds of torque due to the head gasket slowly relaxing and being crushed by the clamping forces of the bolts. The head bolts are then re-torqued to 55 foot pounds.

The engine is reassembled, and the troublesome lower radiator hose has a heavy coil spring inserted inside the tube, preventing it from collapsing under suction. The repaired temperature gage is reinstalled.

The engine is started, run up to temperature, then allowed to cool to room temperature. The head bolts are again checked for torque, since the cylinder head expands when hot, then shrinks when it cools, and as a result the bolts will again be loose. They are re-torqued again. A road test is done, and the engine let cool overnight, then another check of the head bolt torque. Yes, all of these re-torque operations are necessary, or else the head gasket is likely to blow out or develop leaks.

Success! The 1601 returns to the Museum ready for the next adventure! With over 25 Pierces on display this year, there will certainly be more projects down the road.



What's going on at Gilmore

Mercedes — two ultra-rare Mercedes-Benz automobiles, considered by many to be among the most valuable in existence, will be showcased through April 2018. Both 540K models were introduced at the Paris Motor Show in 1936. One is a 10,000-mile factory left-hand-drive Special Roadster and is one of the most original survivors in existence.

The Muscle Car Era — Between the mid-1960s and the mid-1970s high-performance cars coming out of Detroit became the dream machines of young drivers nationwide. The Gilmore Car Museum has assembled a special exhibit of some of today's most sought-after muscle cars, including a 1967 Ford Shelby GT500, 1969 Pontiac Trans Am and the Hemi powered 1965 Plymouth Belvedere.

Model T Driving School — one of the very few museums which teach you to drive an old car. Classes are throughout the Museum operating season and cost \$105. Drive the 2.5 miles of paved roads within our historic campus with an experienced and enthusiastic instructor.

Sessions sell out quickly, so if you can't make it in 2018, plan on a 2019 date. Bring that young man or woman in your family, teach them the joy of three pedal driving, and get them interested in antique cars! This is truly a fun and memorable hands-on experience that's perfect for multi-generational family groups, couples, or anyone who wants to take a step back in time and learn how to drive, or get a refresher, in one of the 15 million "Tin Lizzies" built by the Ford Motor Company over 100 years ago.

January through April: Lecture Series every Sunday afternoon at 3 pm, topics vary but always of interest to the student of history

Garage Works — an after school restoration mentoring program for high school students. Educational programs involving all of the partner museums reached almost 9,000 school students in 2017 at no cost to schools or students.

For complete list of events at Gilmore for 2018, go to www.gilmorecarmuseum.org



Become a Pierce-Arrow Museum LEGACY PARTNER ...and leave a lasting legacy for tomorrow.

The Pierce-Arrow Museum Legacy Partner Program, through the Pierce-Arrow Foundation, provides long-term sustained funding for our Museum located at the Gilmore Campus in Hickory Corners, Michigan.

Making a donation or bequest to the Pierce-Arrow Museum is a simple way to preserve and protect the automobiles and history of the Pierce-Arrow Motor Car Company. As a Legacy Partner, you will profoundly impact the Museum's future and provide meaningful Pierce-Arrow educational experiences for generations to come.

Legacy gifts can be made in many ways...through a will or trust, a retirement plan or a life insurance policy, or through other financial accounts. Anyone can make a bequest, and no amount is too small.

We have established a very successful Museum during the past 20 years; it's now time to ensure its permanence. We would be delighted to discuss our Legacy Partner Program with you and determine how it can be custom tailored to reflect your needs and objectives, please contact us for additional information. *The Pierce-Arrow Foundation is a 501(c)(3) tax exempt educational organization under U.S. tax law.*



QUESTIONS? CONTACT

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Pierce-Arrow Museum
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For a full listing of these and other available products and on-line purchasing, please visit the PAM website at www.Pierce-ArrowMuseum.org

All proceeds benefit the on-going operation of the PAM

**Prices do not include shipping*



Gilmore Partner Museum Series Franklin ~ A Favored Partner

The Pierce-Arrow Society and the H.H. Franklin Club have many members who belong to both clubs due to our common upstate New York homes and high quality vehicles. Franklin was the second single marque museum established at Gilmore, following the lead of Pierce-Arrow.

The Franklin Automobile company was located in Syracuse, NY and manufactured vehicles from 1902 through 1934. Franklin known for its innovative design using the principles of "scientific light weight" and direct air-cooling for all of its engines.

The H. H. Franklin Club was established in 1951 and is one of the oldest marque clubs in existence. The Club has approximately 800 members and is very active with an annual meet held in Cazenovia, NY.

The Franklin Automobile Collection, owned by the H.H. Franklin Club, was established at the Gilmore Car Museum and opened in May 2010. The Collection was made possible by the generous donations, including funding, eleven Franklin cars, and Franklin related items from longtime Pierce-Arrow Society members and Pierce-Arrow Museum donors, Bob and Patricia Kern of Waukesha, WI. Since its establishment the collection has continued to grow with donated and loaned vehicles.

The Gilmore was chosen as an ideal place to build the collection because it was already home to the Classic Car Club of America Museum and the Pierce-Arrow Museum. The potential growth of the Gilmore and annual high attendance were factors

in the decision to build.

The theme for the building itself was chosen as a representation of the Ralph Hamlin Franklin distributorship in Los Angeles. Hamlin was a highly successful dealer and often raced Franklin automobiles to boost sales and the Franklin name.

Within the building many styles of vehicles are represented including an early "cross engine", a 1932 V-12 sedan, as well as Dietrich designed cars.

Special thanks to Dan Russell of Williamsport Maryland for this article.



Last gasp for Franklin: 1932 V-12 sedan, one of less than 200 produced in 1932-33 before the company stopped production in 1934.



Support the Pierce-Arrow Museum at Gilmore so we can continue to preserve and enhance the image of the Pierce-Arrow marque.

The Pierce-Arrow Museum is the only museum dedicated solely to the preservation of the vehicles, bicycles, literature and other artifacts of the Pierce-Arrow Motor Car Company of Buffalo, New York. Building motor cars from 1901 to 1938, this company built the finest automobiles money could buy.

In 1999, The Pierce-Arrow Foundation was established by interested members of the Pierce-Arrow Society as an adjunct to the Pierce-Arrow Society enthusiasts' group. On May 1, 2004 the Pierce-Arrow Museum opened the doors to its own 6400 square foot building and is operated by the Pierce-Arrow Foundation, a 501(c)(3) educational and historic preservation tax exempt non-profit corporation. All membership fees and donations are fully tax deductible.

Located on the Gilmore Car Museum campus near Kalamazoo, Michigan, the museum is visited by over 120,000 people each year. The museum's annual operating expenses are supported solely by donations and memberships to the Pierce-Arrow Foundation.

All museum memberships include admission to the entire Gilmore Car Museum complex for member and spouse.

It has taken the dedication of many people to get us this far. We need your help and financial support to pursue the dream of preserving the history of the Pierce-Arrow Motor Car Company. Please complete and mail the bottom portion of this form and join your museum today.

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* Two admissions to the Gilmore Car Museum.

** Annual Unlimited Gilmore Car Museum Admission for member, family, guests.

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