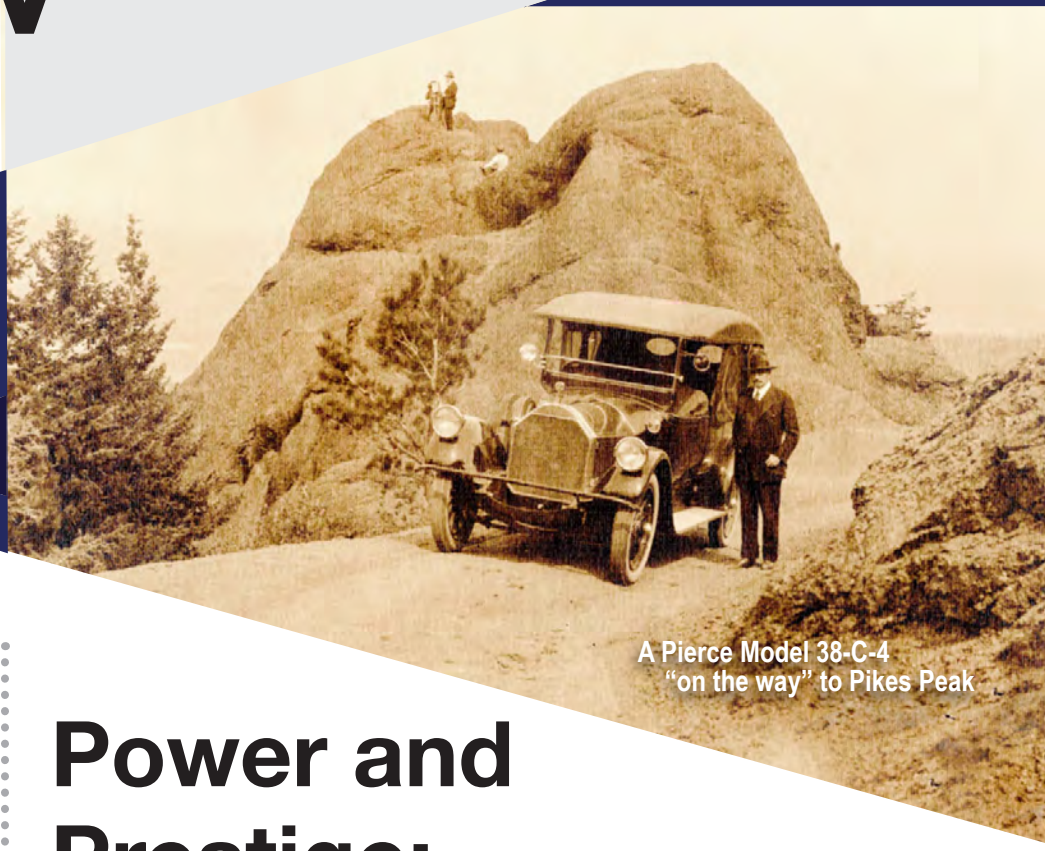
December 2025 • Vol. 8 ~ Issue 2

The Pierce-Arrow Museum Newsletter

GREAT ARROW news

www.Pierce-ArrowMuseum.org



A Pierce Model 38-C-4 "on the way" to Pikes Peak

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Power and Prestige: Pierce-Arrows at Pikes Peak

By David Coco

In 1806, the Zebulon Pike expedition made an ambitious attempt to reach the 14,115-foot summit of the mountain, but failed to do so. In recognition of Pike's efforts, the majestic peak was named Pike's Peak—a designation later simplified to Pikes Peak in 1890.

For much of the 19th century, reaching the summit remained a formidable challenge. That changed in 1888 with the opening of the Pike's Peak Carriage Road, which finally made access to the mountain's heights far easier. Even so, it wasn't until July 17, 1913, that the first automobile conquered the climb. On that day, American race car driver William Wayne Brown piloted his self-built "Bear Cat" to the summit. The twenty-mile journey took 3 hours and 22 minutes. Despite its name, Brown's car was not a Stutz Bearcat but a heavily modified Buick of his own creation.

continued on page 4

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PIERCE-ARROW FOUNDATION

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

Chairman's Report – November 2025

The holidays are upon us, and it's hard to believe 2025 is already drawing to a close. It has been a strong year for the Museum, and the Foundation's financial position remains solid—yet our operating costs continue year-round. As you renew your Pierce-Arrow Society membership, please remember to also renew your Pierce-Arrow Foundation membership and/or consider making a year-end donation. PAF membership includes complimentary admission to the Gilmore complex for two or more people, depending on your membership level.

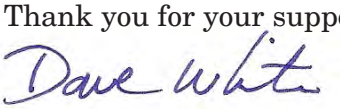
Our August 2025 Orphan Car Show was a tremendous success, with a notable increase in participating vehicles. On Sunday, we introduced "Car Games" at Gilmore, which turned out to be great fun for everyone involved. A couple visiting from Denmark even joined in after spotting the activities and they left with huge smiles. A full story on this year's show can be found on page 10. Many thanks to Rob Bork and his committee for their excellent work. Planning for the 2026 Orphan Car Show is already underway; visit www.pierce-arrowmuseum.org/news-events for updates.

The Museum is currently displaying a spectacular 1934 Silver Arrow on loan from The Driehaus Collection in Chicago, and we expect the arrival of a 1933 Pierce-Arrow Club Sedan by LeBaron soon. We extend our gratitude to The Driehaus Collection and to Tom Mallory for sharing these remarkable automobiles with us.

Planning for the Museum's new addition continues to progress. Generous donors have already funded the developing of our building plans, which we expect to complete by early spring. To move forward with construction, we will rely heavily on the support of the Pierce-Arrow community. Please consider contributing to the Pierce-Arrow Museum Building Fund to help us expand and enhance the Museum.

Overall, 2025 has been an excellent year for the Pierce-Arrow Foundation and the Museum. Thank you to all Museum members and supporters for your continued dedication. We rely on your generosity to keep the Museum operating and to fund future improvements. All donations are tax-deductible and deeply appreciated.

Thank you for your support,



Dave White
Chairman
Pierce-Arrow Foundation

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Look Toward the Future.

We all share a common vision to sustain our museum and its legacy 50, 75 or 100 years into the future.

Will you partner with us to support this legacy and continue our positive impact on Gilmore's +150,000 annual visitors - many of whom are motivated to learn more about the Pierce-Arrow Motor Car Company.

Please contact David White or Richard Lange to discuss opportunities to support our museum as a *Pierce-Arrow Foundation Legacy Partner.*

DAVID WHITE
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RICHARD LANGE
Trustee, Pierce-Arrow Foundation
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Photo's original notation: No. 1, On the summit of Pike's Peak July 17, 1913. Altitude 14147 ft. Time 3 hours 22 minutes. W W Brown driver. J.R. Bradley passenger. Photo courtesy of Regional History and Geneology, Pikes Peak Library District Photo #013-11501

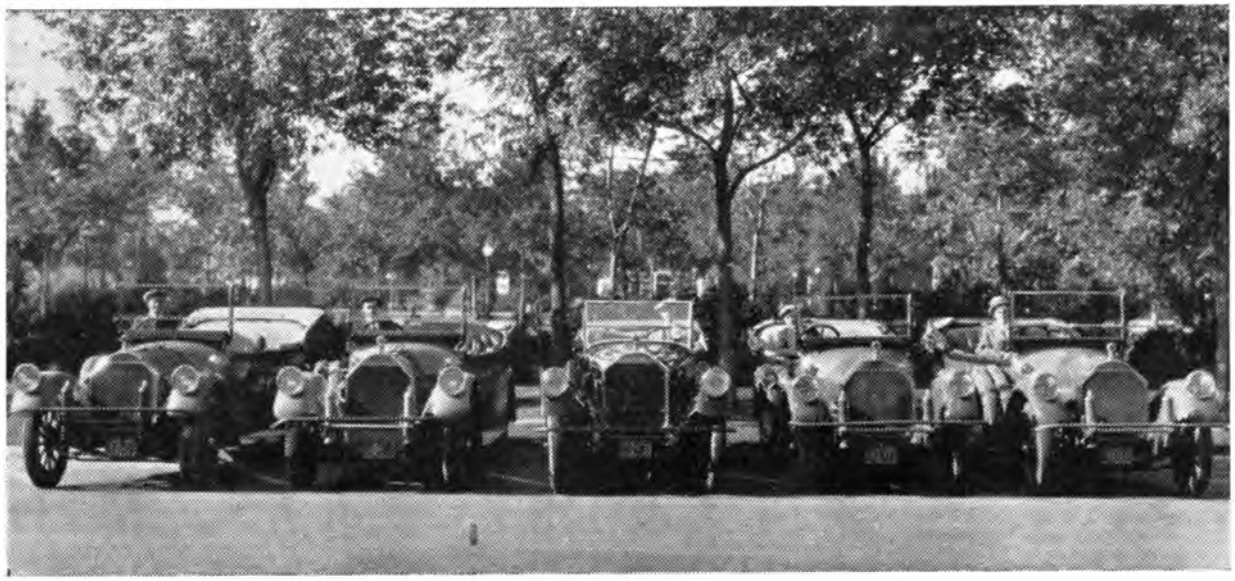
Mr. Brown described his ascent: "Driving up the Peak may sound all right but when you try it, you find that it is anything but pleasant," Brown told the Colorado Springs Newspaper the following day, after spending the night in a mountain cabin. "It was impossible to hold the car on the road all the time. We had to make frequent stops to roll large boulders out of the road and to make bridges over gullies."

Trips to the summit of Pikes Peak soon became a thrilling adventure for early motorists. By the time the Broadmoor Hotel opened in 1918, organized tours to the top were already a popular attraction. The hotel's enterprising owner, Spencer Penrose—whose fortune was built on Cripple Creek gold and silver—recognized that the automobile had opened a new era of mountain tourism. To make the ascent both accessible and elegant, he financed the construction of a 19-mile highway to the summit.

Penrose purchased a fleet of Pierce-Arrow automobiles for the Broadmoor. These elegant cars became a hallmark of the hotel's mountain excursions. Soon, other tour operators, many based in nearby Colorado Springs, were also offering their own trips to the top—proudly advertising that they, too, used only the finest automobiles: Pierce-Arrows, of course.







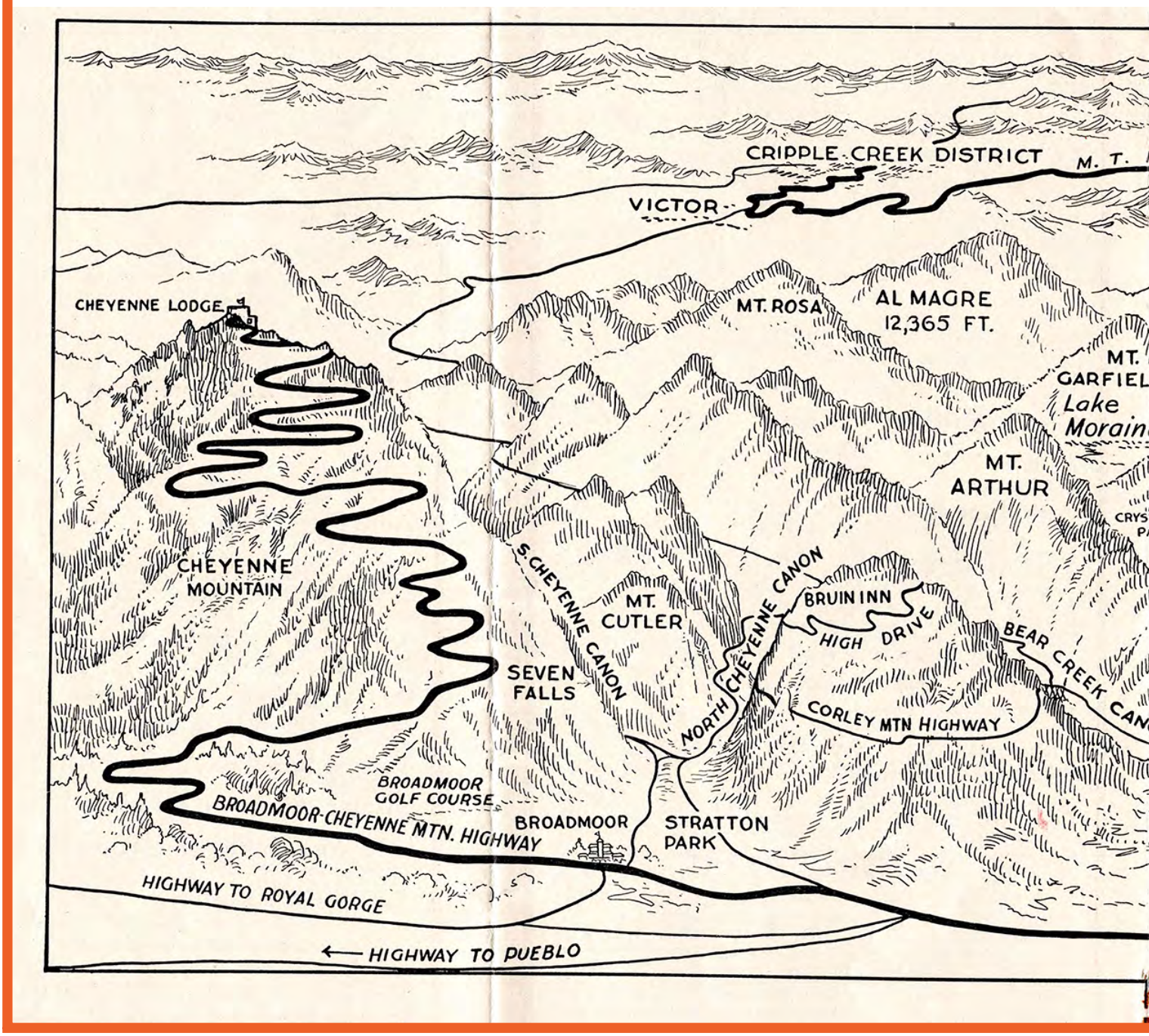
Colorado Springs Official Sightseeing Office

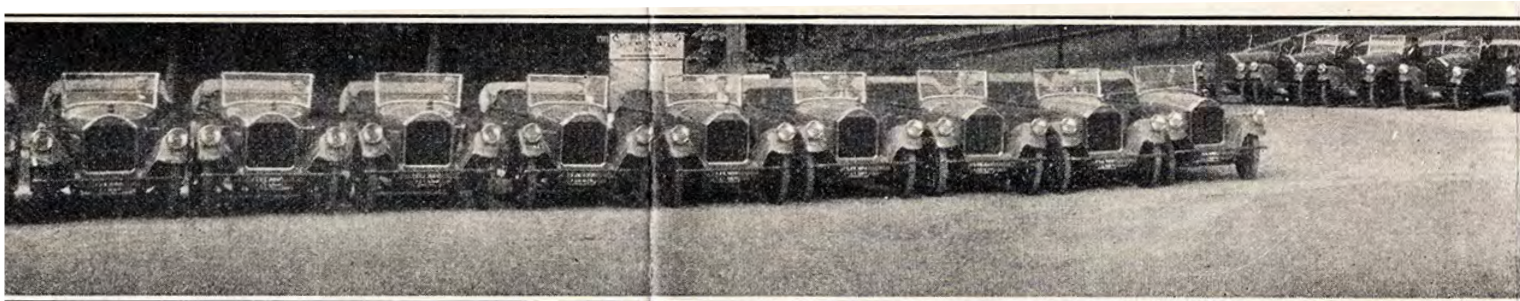
109 East Pikes Peak Avenue

OPERATING A FLEET OF PIERCE-ARROW CARS

Known from Coast to Coast for Service and Equipment

While this image is undated, note that four of the five Pierce-Arrows have right hand drive, while only the middle car is left hand drive, a change which Pierce adopted in 1921. Photo courtesy of Regional History and Geneology, Pikes Peak Library District, Photo #537-139

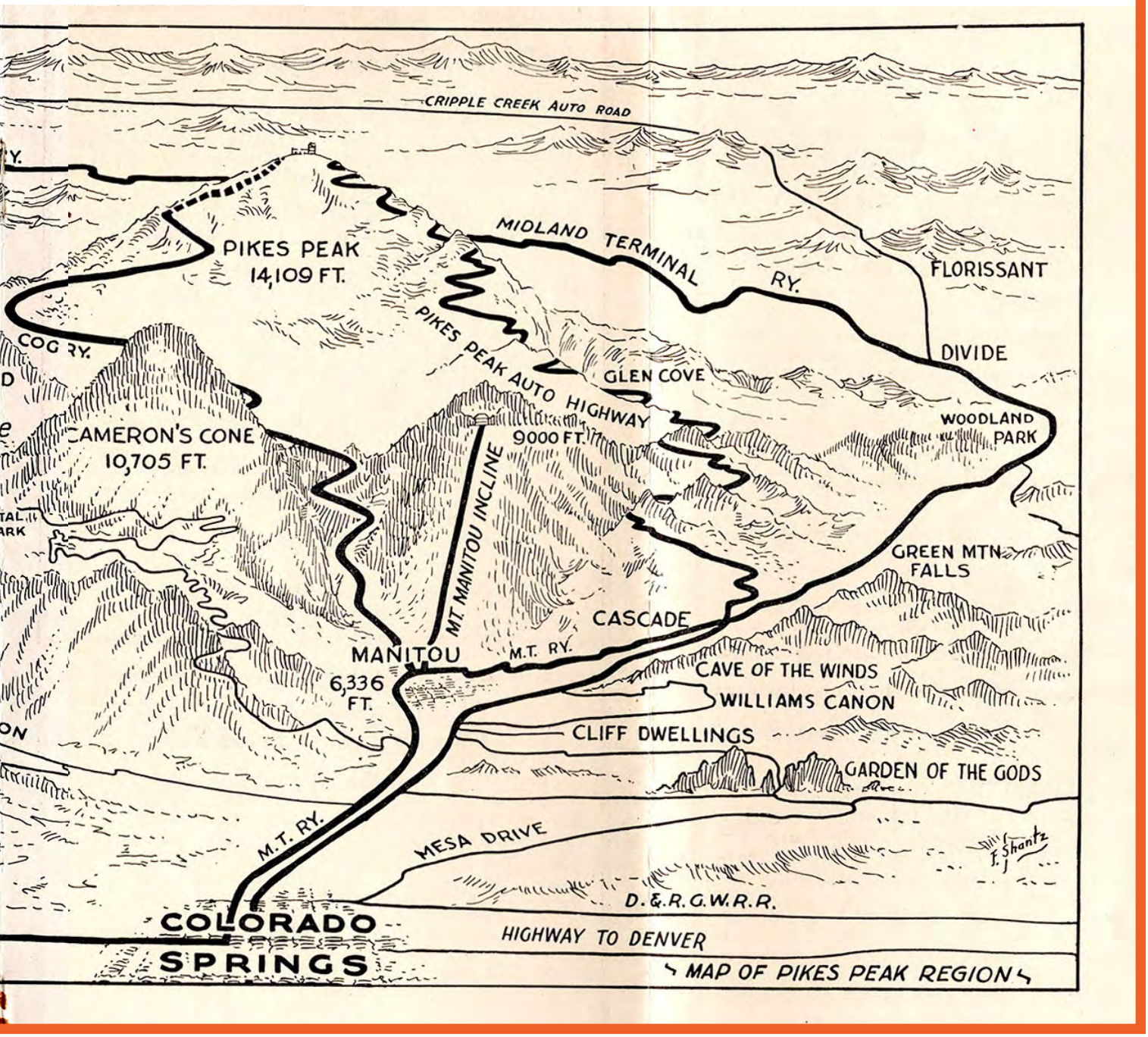


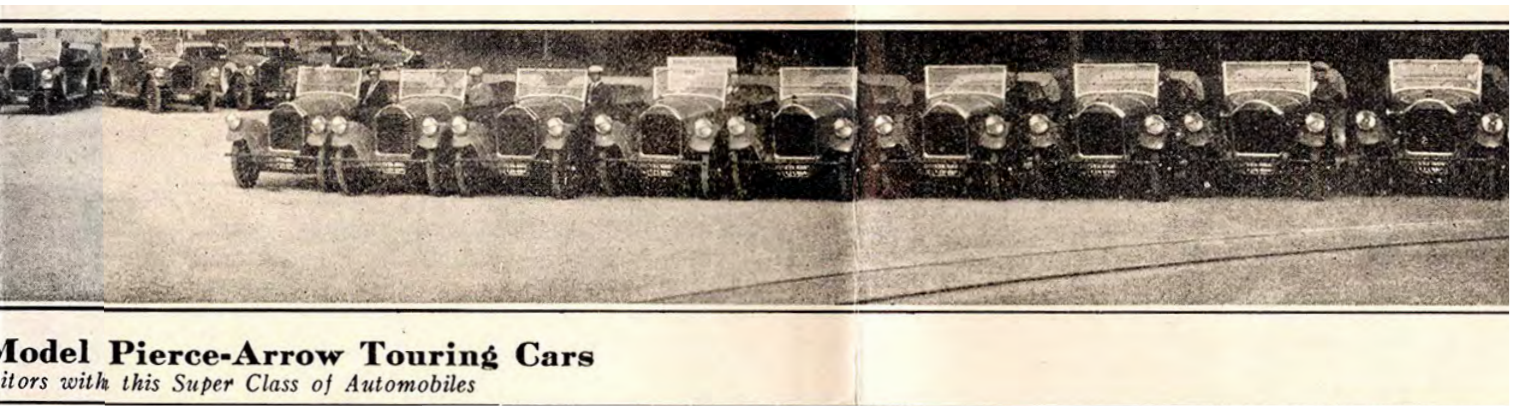


Pikes Peak Automobile Co's Late M

Compare the Equipment Offered by Compet

For most of the 20th century, the road up Pikes Peak remained an "improved gravel" route—steep, narrow, and famously Penrose to promote tourism and his newly opened Broadmoor Hotel, the highway quickly became an iconic test of man court order around the year 2000 requiring the road to be paved. The massive multi-year project transformed the mounta





Model Pierce-Arrow Touring Cars
itors with this Super Class of Automobiles

challenging for both automobiles and their drivers. Originally built between 1915 and 1916 under the vision of Spencer and machine. Decades of maintenance kept it serviceable, but environmental concerns and erosion issues prompted a ain highway, and by 2011 the entire length to the summit was fully paved for the first time in its history.

PIKES PEAK AUTO LIVERY

One of the largest operations for automobile tours of Pikes Peak began as a horse livery in Manitou Springs, Colorado, in 1892. William Gould founded the business, and it was bought by William Bowman Kirby in 1907 and converted to the Pikes Peak Auto Garage. He later leased the building to the Pikes Peak Livery Company, which would also do business as Pikes Peak Automobile Company. The original building still stands and has been restored and maintained by the Business of Arts Center. Over the years the company expanded to other cities, and prominently used and featured Pierce-Arrow automobiles in their advertising literature.

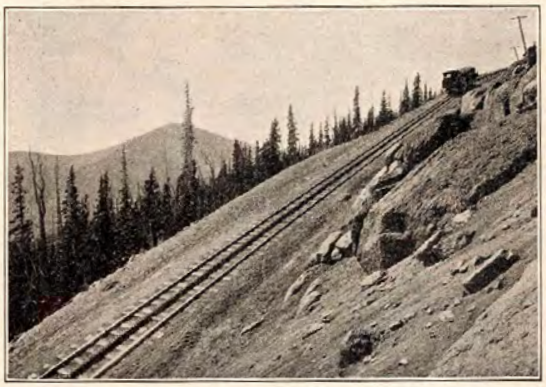
It's interesting to note in their advertising that, though the company bragged about using "class" automobiles, they mentioned their Pierce-Arrow fleet was "late model", not necessarily new.



BROADMOOR-CHEYENNE
MTN HIGHWAY



CHEYENNE LODGE AT TERMINAL OF
BROADMOOR-CHEYENNE MTN. HIGHWAY



COG RY. TRAIN CLIMBING
PIKES PEAK



SECTION OF AUTO HIGHWAY TO SUMMIT
PIKES PEAK



COG RY. TRAIN CLIMBING PIKES PEAK



ON AUTO HIGHWAY TO SUMMIT PIKES PEAK

ACTUAL FIRST CAR TO REACH SUMMIT

While researching this issue, it seemed that the 1913 date of the first car up to the summit of Pikes Peak, while seemingly factual, was a late date at that.

Further research found that indeed, another car had made the journey, in 1901. William B. Flecker, owner of a cycle shop in Denver, made the trip in a 1901 Locomobile, reaching the Pikes Peak Signal Station via the abandoned carriage road up the mountain on August 12, 1901. His passenger was a photographer, Charles Yont, and his trip is chronicled in a trade journal published by the Locomobile Company of America in late 1901 entitled Up Pike's Peak and Elsewhere in a Locomobile. One may read an online copy of this journal at https://blog.library.si.edu/ and search for "Ascending Pikes Peak in a Locomobile".



1901 Locomobile at Pikes Peak summit, August 12, 1901. Photo courtesy of Regional History and Geneology, Pikes Peak Library District, Photo #001-733

Broadmoor Tour Cars

"The Broadmoor Hotel opened in 1918, and it's owner, Arthur Penrose, wanted only the finest for his guests. From the beginning, he chose Pierce-Arrows as tour cars. When racing up Pikes Peak became popular, he even modified a 1918 Pierce as a racer, naming it the "Yellow Devil". The car still exists and is in the Penrose Heritage Museum in Colorado Springs".

Many of the Broadmoor owned Pierce-Arrows still exist. For example, in 1930 the hotel purchased fifteen cars, all Model 41s, with six open touring cars and nine closed cars. The open cars were numbered 10 through 15, the number being stamped on the left front parking light bracket. Before purchasing, a test vehicle was brought to the area with different gear sets, radiators, carburetor jets, and heads, and each combination tested to assure peak, so to speak, performance.





This magificent 1932 Packard Victoria owned by Jeff Green won Best of Show (Pre-war) Photo by Bruce Powelson

Museum's Encore Orphan Car Show a Huge Success!

Pierce-Arrow spirit shines at the Museum's Second Annual celebration of forgotten marques

By Stuart Blair (OH)

On a bright Saturday, August 23, the lawns of the Gilmore Car Museum in Hickory Corners, Michigan, once again came alive with the distinctive shapes and sounds of "orphan" automobiles—those proud marques no longer in production. The Pierce-Arrow Museum's Second Annual Orphan Car Show drew an impressive and enthusiastic crowd to the green, confirming this new tradition has firmly taken root. The weather was wonderful, with sunshine from start to finish and the sound of music drifting across the showfield thanks to Curtiss Pool's lively repertoire of vintage tunes. The orphan field was full of an exceptional variety of cars, including a 1925 National, two Grahams, a fine selection of Packards, and a remarkable 1913 Rambler driven by 95-year-old "Bud"—a crowd favorite. A lineup of six Crosleys, the earliest dating to 1948, added an international flavor to the field and drew much admiration from spectators.

Adding to the fun, PAS member Al Rohrstaff of Kalamazoo arrived with a merry band of volunteer drivers and their fleet of vintage vehicles—ready to give museum visitors unforgettable rides around the Gilmore campus. Leading the lineup was Al in his lively 1910 Ford Model T, followed by Paul VanStratton in his 1912 Buick Model 35. Next came Dan Kamerman with his gracefully preserved 1931 REO Flying



Al Rorhstaff (MI) organized the "Old car rides" during 2025 Orphan Show. Whether it was 1910 Model T, 1912 Buick, 1968 Checker or the 1932 REO, it was hard to tell who had the biggest smiles - the drivers or riders! Fun was had by all.



"Pretty maids all in a row"

Cloud, and rounding out the group was Jim Garrison in his nostalgic 1981 Checker Motor Taxi Cab. Each vehicle sparked waves, laughter, and smiles from passengers young and old, and the joy of those rides soon filled the museum's drop box with generous donations.

Building on last year's success, the 2024 show introduced several welcome enhancements. The eligibility year was extended from prewar vehicles to include postwar examples up through 1975, opening the field to a wider range of unique machinery. Sunday brought a lighthearted new feature—car games, where participants tested their skills and good humor behind the wheel. Another first this year was a handsome printed program, listing all preregistered cars and their owners, accompanied by advertisements from a range of suppliers and service providers who support our hobby.

Attendance rose smartly with 74 cars registered, and perhaps even more telling, front gate traffic surged compared with the prior year's Sunday date. As part of Gilmore's revenue-sharing structure, partner museums receive a portion of gate proceeds—after accounting for docent staffing, gift shop operations, and on-site ambulance services. Those funds from our August weekend represent nearly 20 percent of the Museum's annual operating budget, underscoring how vital this event has become.

Behind every successful meet is a hardworking team, and this one was no exception. The Orphan Show was staffed by dedicated PAF/PAS volunteers including Rob and Chris Bork (MI), Liz and Rick Horne (GA), Dave and Donna White (CA), Karl and Mary Krouch (PA), Al Rohrstaff (MI), Curtiss Pool (MI), Michael Bolitho (ON), and Stu and Clara Blair (OH). Rob served as event chairman, while Karl and Rick led the judging team with their usual precision and good humor.

With momentum clearly building, plans are already taking shape for 2026. After a one-year hiatus, touring returns in 2026—two days of driving in the grand tradition of the former Gathering. The new Great Gilmore Getaway promises scenic excursions to fresh destinations and private collections, great meals, and, of course, the unmistakable Pierce-Arrow camaraderie that makes these gatherings so special. Pierce-Arrows will again take pride of place on the museum green during Saturday's 2026 Orphan Show.

Mark your calendars now for August 27–29, 2026, and watch for full details and registration information in upcoming events on www.Pierce-Arrow.org



Karl Krouch awards this fabulous American Motors AMX for Best of Show Post War during the awards "Drive by"



This year included orphans though 1975



Visitors from Denmark, Jan Raff Andersen and his wife Sandie, joined Rob Bork (center) for a wild ride around the Car Games course! They tossed hoops, speared potatoes, and nailed basket shots — all without Rob stopping the car! Jan owns an Auburn and we were lucky they were visiting the Gilmore during our weekend's event because we all had a great time meeting them!

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