


TWENTY-FIFTH
ANNIVERSARY



 ONE DOLLAR
TO BENEFIT MONTEREY
PENINSULA UNITED FUND

PEBBLE BEACH CONCOURS d'ELEGANCE

SUNDAY, AUGUST 10 1975 AT DEL MONTE LODGE

CONCOURS SCHEDULE

- 10:30** Judging Commences
- Noon** Entertainment on ramp by JK Plus Five
- 12:45** Auction of Dick Cole watercolor - benefit the United Fund
- 1:00** Parade of Prior Winners
- 1:15** Candidates for the Most Elegant Award will be reviewed at the ramp by the Honorary Judges.
- 2:00** Presentation of Class Awards
- 3:35** Introduction of United Fund Officials
- 3:40** Presentation of the Hans Tanner Memorial Trophy
- 3:50** Presentation of the Lucius Beebe Memorial Trophy.
- 4:00** Presentation of the Gwen Graham Memdorial Trophy for the most elegant car in the show.
- 4:10** Vintage racing cars from the Monterey Historic Automobile Races will take the ramp.
- 4:25** Presentation of the Pebble Beach Cup to car judged to have both the best performance and restoration from entries at the Historic Automobile Races.
- 4:30** Presentation of the Pebble Beach Concours d'Elegance Trophy to the car judged Best in Show.

All proceeds from the sale of tickets, programs and posters will benefit the MONTEREY PENINSULA UNITED FUND.

Tickets: \$4.00 Programs: \$1.00 Posters: \$3.00

PEBBLE BEACH CONCOURS D'ELEGANCE

August 10, 1975

TO BENEFIT THE MONTEREY PENINSULA UNITED FUND

HONORARY CHAIRMEN

Jules Heumann, San Francisco Charles Chayne, Pebble Beach

CHAIRMAN

Lorin Tryon, San Francisco

OPERATING COMMITTEE

Matthew Post, Los Angeles Strother MacMinn, Los Angeles
Gene Babow, Kentfield George V. Russell, Pasadena

EXECUTIVE COMMITTEE

Jules Heumann, San Francisco Lorin Tryon, San Francisco
Robert Campbell, Pebble Beach Carol Rissel, Pebble Beach



Announcer

Gary Ryan

Field Staff

Charles Downes and
students from the Robert
Louis Stevenson School

Entertainment

JK Plus Five

PA System

Donated by
Dick Searle Appliances



PEBBLE'S 25TH

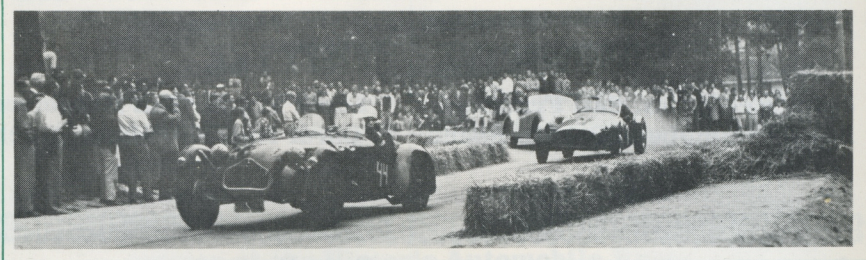
By Gordon Martin

On the occasion of the Silver Anniversary of the Pebble Beach Concours d'Elegance, it's entirely appropriate to look back and reminisce on the 25 years that contributed to making a classic of this world famous event. There are bigger outdoor automobile gatherings. Some are held at picturesque sites. But, none can match the combination of scenic splendor and the high quality of the cars displayed that combine to make Pebble Beach incomparable.

Pebble Beach did not become a classic overnight. Lorin Tryon, chairman for 1975's Silver Anniversary event, remembers the early Pebble Beach Concours'. In those days, he says, the display of cars on the lawn between Del Monte Lodge and the sea were simply an added feature to the sports car road races held a few hundred yards north of the Lodge in the Del Monte Forest. An afterthought, as it were.

Then the concours grew in stature, eventually earning equal billing with the exciting races in the forest.

I'll never forget my own first visit to the dual events 20 years ago. Background music for Saturday's concours was provided by the distant snarls of the Ferraris, Jags and MGs practicing for Sunday's races.



As if to emphasize the blending of these two exciting forms of automotive achievement, Phil Hill in 1955 accomplished a feat that will never be seen again. The race driver from Santa Monica, who was six years later to become the only American to win the World Formula-1 Grand Prix racing championship, entered both the sports car races and concours. On a sunny Saturday afternoon, while practicing for Sunday's race in a Monza "750" Ferrari, Hill's immaculately restored 1931 LeBaron Pierce Arrow town car was winning Best of Show in the concours.

To match the skill with which he had restored the Pierce Arrow he had acquired from his late aunt, Hill completed his memorable

weekend by also winning Sunday's feature race, albeit in the rain. Even while Hill was being toasted for his double victory, the days for dual events at Pebble Beach were numbered.

The next year several bad accidents on the narrow racing circuit through the forest, one of them fatal, spelled doom for the dangerous event. It was obvious that unyielding trees and fragile racing machinery traveling in excess of 100 mph simply did not mix. Plans were set in motion and a new, safer Laguna Seca Raceway opened on Fort Ord property little more than a year later.



The San Francisco Chronicle has always actively supported the Pebble Beach Concours as both an extravaganza for the automobile aficionado as well as a delightful social happening. At least two Chronicle figures have participated in the annual event. From its early beginnings until his death in 1966, Chronicle columnist and bon vivant Lucius Beebe was an indispensable fixture at the concours. He was sartorially awesome in his very correct

cutaway coat, stripped trousers, and grey top hat, and very much an expert on Rolls-Royces. Since his passing, the top honor for a Rolls owner at Pebble Beach is to win the annual Lucius Beebe award named for this imposing figure.

Chronicle executive editor Scott Newhall and his wife, Ruth, were active Pebble Beach entrants until he left his editorial post in 1971. Newhall, an avid automobile enthusiast, won several best of class awards over the years and eventually won Best of Show with a gorgeous yellow 1931 Packard roadster. On another occasion, Newhall won class honors with a Mercedes Benz convertible coupe he'd finished painting only the night before the concours. To prove it, he proudly showed one and all the specks of paint on the back of his hands as he eagerly clutched his trophy.

So much for the first 25 years. The way things are going, there seems little doubt that there will be those attending today's Silver Anniversary of the Pebble Beach Concours d'Elegance who will be remembering it when the Golden Anniversary rolls around 25 years from now.

HONORARY JUDGES

Strother MacMinn, Los Angeles - Chief Honorary Judge
Peter De Paolo, Laguna Hills Will Shaw, Monterey
Charles Chayne, Pebble Beach Ansel Adams, Carmel
Otis Chandler, Los Angeles Charles Clegg, Hillsborough
Gus Arriola, Carmel Briggs Cunningham, Costa Mesa

LUCIUS BEEBE COMMITTEE

HANS TANNER COMMITTEE

Kenneth B. Anderson, Orinda Allen Bishop, Pacific Palisades
Charles Clegg, Hillsborough Strother MacMinn, Los Angeles

ABOUT AWARDS

The *Pebble Beach Concours d'Elegance Trophy* is awarded to the Best Car in Show as determined by the Chief Class Judges from class winners.



The *Gwenn Graham Memorial Trophy* is awarded to the most elegant car in show as determined by the Honorary Judges from the field at large.

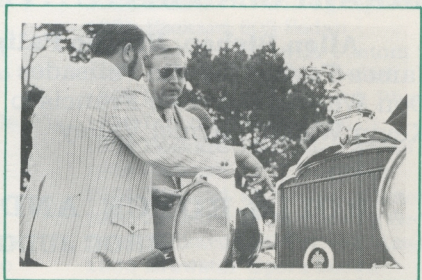


The *Lucius Beebe Trophy* is awarded to the best Rolls-Royce shown as determined by a special committee.



The *Hans Tanner Trophy* is awarded to the best Ferrari shown as determined by a special committee.

JUDGES AT WORK



CLASS F — European Classic 1925 — 1939

Tom Barrett III	Scottsdale, Ariz.	1936 Bugatti 57 Surbaisse Roadster
Paul Myers, Jr.	Los Altos	1934 SS-1 Jaguar Swallow Tourer
C.A. Painter	Laguna Beach	1926 Hispano-Suiza H6B Hibbard and Darrin Town Car
Richard Riddell	Laguna Beach	1935 Bugatti 57 Graber Cabriolet

CLASS G — European Sports and Racing 1925 — 1939

W. W. Child	Portland, Ore.	1934 Singer LeMans Roadster
Roberts Harrison	St. David's, Pa.	1932 Alfa Romeo 8c Racing Roadster
Brooks Stevens	Milwaukee, Wisc.	1937 Alfa-Romeo 8c-2900B Roadster
George Vernon Russell	Pasadena	1927 Bentley 4½ Litre Vanden Plas Tourer

CLASS H — MG through TC

Michael De Soto	Oakland	1948 MG TC Roadster
●● Mr. and Mrs. Robt. Garbarino	Martinez	1949 MG TC Roadster
David Gumz	Oakland	1947 MG TC Roadster
●● Barry Swakhamer	San Jose	1947 MG TC Roadster
James C. Taylor	Pacific Palisades	1937 MG TA Roadster
Richard Tumpowsky	Marina del Rey	1948 MG TC Roadster

CLASS I — Competition and GT Ferrari through 1959

Dr. Dean Aberman	Los Angeles	1959 Ferrari 400 Pinin Farina Super American Prototype Coupe
Robert Gatien	San Jose	1953 Ferrari 212 Vignale Coupe
●● Stephen Griswold	Emeryville	1952 Ferrari 212 Touring Roadster
Marshall Mathews	Woodside	1958 Ferrari 250GT Scaglietti Roadster
Ernest Mendicki	Monta Vista	1952 Ferrari 250S Vignale Coupe
Louis Sellyei and William Rudd	Reno, Nevada	1958 Ferrari Testa Rossa Scaglietti Roadster
H.I. Smith, M.D.	Saratoga	1948 Ferrari 166MM Touring Coupe
Robert Sutherland	Denver, Colo.	1956 Ferrari 500TRC Scaglietti Roadster
William Ziering	Pacific Palisades	1955 Ferrari 121 Scaglietti Roadster

CLASS J — Competition Ferrari 1960 — 1973

Harley Cluxton III	Paradise Vly, Ariz.	1972 Ferrari 312PB Roadster
Christopher Cord	Beverly Hills	1963 Ferrari GTO Coupe
Steven Earle	Santa Barbara	1963 Ferrari 250GTO Farina Coupe
Frederick Knoop	Atherton	1964 Ferrari 250 LeMans Coupe
●● Kenneth Starbird	Northridge	1972 Ferrari 365GTB 4/C Competition Daytona Scaglietti Coupe

● = Display Only

●● = Prior Winner

CLASS K — Rolls-Royce Prewar Small Horsepower

John Bellman	Lafayette	1939 Rolls-Royce Wraith Mulliner Landoulet Limousine
S. Perry Jenkins McClain and Annabelle Johnston	Pebble Beach	1923 Rolls-Royce 20hp Barker Tourer
A.B. Richardson	Palo Alto	1922 Rolls-Royce 20 Watson Roadster
G. Harry Windsor	Forest Knolls Los Gatos	1932 Rolls-Royce 20/25 Park Ward Saloon 1933 Rolls-Royce 20/25 K-W Tourer

CLASS L — Rolls-Royce Prewar Large Horsepower

Ken Anderson	Orinda	1922 Rolls-Royce SG Brewster Oxford Tourer
William Berk Lester Braunstein	Los Angeles Beverly Hills	1937 Rolls-Royce PIII Inskip Saloon 1929 Rolls-Royce PI Brewster Ascot Phaeton
William Charles Robert Davies	Sausalito Belvedere	1929 Rolls-Royce PI Brewster Limo. 1934 Rolls-Royce PII Carlton Drop Head Coupe
Lee DeLaittre Sergio Franchi	Los Angeles Las Vegas, Nev.	1909 Rolls-Royce SG Mulliner Rdstr. 1927 Rolls-Royce PI Brewster Piccadilly Roadster
Dr. Fred Hudson	San Francisco	1939 Rolls-Royce PIII Gurney-Nutting Limousine
Rubin Jurman Patrick Kelley Patrick Maurer Dennis Mitosinka B. Paul Moser	Los Gatos Belmont Los Angeles Livermore Santa Barbara	1928 Rolls-Royce PI Murphy Sedan 1937 Rolls-Royce PIII Kellner Limo. 1928 Rolls-Royce PI Brewster Phaeton 1927 Rolls-Royce PI Brewster Town Car 1910 Rolls-Royce SG Barker Shooting Brake
Owen Owens	Orinda	1927 Rolls-Royce PI Brewster Pall Mall Dual Windshield Phaeton
Jack Pipkin Ralph Shermund	Vacaville Hillsborough	1927 Rolls Royce PI Brewster Limo. 1937 Rolls-Royce PIII Mulliner Sedan

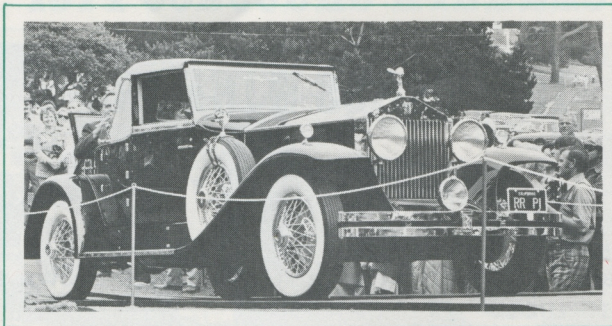
CLASS N — Rolls-Royce and Bentley Postwar through 1962 (Custom Coachwork Only)

William Geraghty	Mill Valley	1956 Rolls-Royce SW Hooper Limo.
Lew Hyman	Beverly Hills	1959 Bentley Mulliner Drop Head Coupe
Frank Morton	Beverly Hills	1955 Bentley S-1 Cont. Mulliner Saloon
● Arthur Mullaly	Carmel	1958 Rolls-Royce SCI Hooper Trg. Limo.
J. Francis and Delores Shirley	San Francisco	1959 Rolls-Royce SCI Mulliner Drop Head
Andrew Spranza	Monterey	1947 Bentley Mk VI Freestone and Webb Top Hat Saloon
● Paul C. Steward	Tiburon	1953 Rolls-Royce SW Mulliner Limo.
R. Emery Wanless	Carmel	1950 Bentley Mk. VI Park Ward Drop Head
Donald C. Williams, MD	Woodside	1955 Bentley SI Hooper Saloon

- = Display Only
- = Prior Winner



AND ALL FOR CHARITY



**1974 Pebble Beach Concours d'Elegance Trophy
1929 Rolls-Royce PI Brewster Convertible
Coupe, owned by L.M. Post, Los Angeles.**

THE PEBBLE BEACH TROPHY

By Matthew L. Post

Winning the Kentucky Derby is the ambition of every serious thoroughbred owner and trainer. To a collector and restorer of fine motor cars, the goal is to win the Pebble Beach Trophy.

I take great pride in the fact that my 1929 Rolls-Royce Regent was triumphant in last year's event. The first time I saw the car in its unrestored condition, I made up my mind that, if every effort possible were expended, the trophy was not beyond the realm of possibility. That was five years ago.

The Rolls was totally dismantled. Two years were devoted to the mechanical restoration of the vehicle; engine, transmission, differential, brakes, water pump, generator, et cetera. After a road test in bare chassis form, it was delivered to the restorer who actually rebuilt, from frame up, the Regent.

Every effort was made toward maintaining authenticity throughout and in the quality of the materials and workmanship. Nothing short of this effort would succeed for this, the premier Concours d'Elegance, in my estimation, of the west coast, if not the world.

The trophy which now has the place of honor in my trophy room is ample reward for the dedicated effort and expense of restoration of the Regent.

This year a new Best of Show award will be made, and those of you who are fortunate enough to be able to attend will have an idea from this article of what the owner of that motor car has done and the corresponding emotional satisfaction that will accompany this achievement.

1974 CLASS WINNERS

Antiques through 1915

1911 Renault AX Roadster, owned by Willet H. Brown, Carmel
Vintage 1916-1924

1919 Crossley 25-30 London Coupe, owned by John Deshaye,
M.D., Olympia, Washington

American Classic 1925-1932 Open

1930 Graham-Paige 837 Erdmann/Rossi, owned by Bill
Harrah, Reno, Nevada

American Classic 1925-1932 Closed

1925 Locomobile 48 Limousine, owned by Eugene Munson,
Sedona, Arizona

American Classic 1933-1941 Open

1934 Auburn Salon Phaeton, owned by Gene Simons, Davis

American Classic 1933-1941 Closed

1933 Lincoln KB Sedan, owned by Terry Haskin, Freedom

European Classic 1925-1939

1931 Horch 670 Cabriolet, owned by Dennis Hyman, Chico

European Sports and Racing Cars 1925-1939

1927 Bentley 4½ Litre Vanden Plas Tourer, owned by George
V. Russell, Pasadena

MG through TC

1947 MG TC Roadster, owned by Barry Swackhamer, Moun-
tain View

Ferrari through 1957

1952 Ferrari 212 Touring Roadster, owned by Stephen Gris-
wold, Berkeley

Touring Ferrari - 1959 and Competition Ferrari - 1973

1972 Ferrari 365 GTB 4/C Competition Daytona Scaglietti
Coupe, owned by Kenneth Starbird, Northridge

Rolls-Royce Prewar Small Horsepower and Bentley

1933 Rolls-Royce 20/25 Park Ward 4 Door Convertible, owned
by Kent Wakeford, Los Angeles

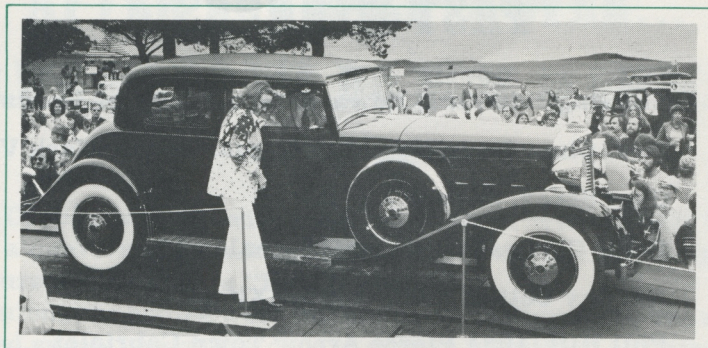
Rolls-Royce Prewar Large Horsepower

1929 Rolls-Royce PI Brewster Convertible Coupe, owned by
L.M. Post, Los Angeles

Rolls-Royce and Bentley Postwar - 1962

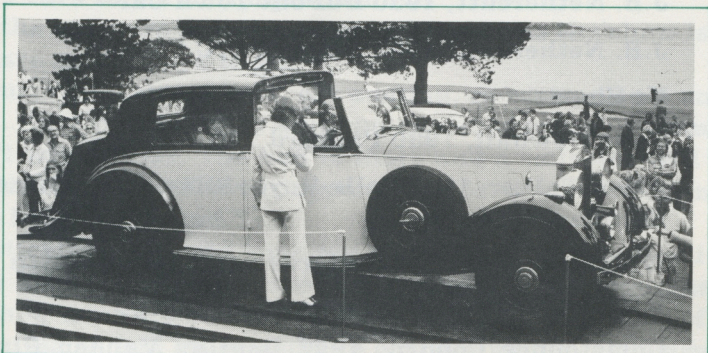
1956 Rolls-Royce SW Mulliner Touring Limousine, owned by
Barry Hon, Tustin

1974 CONCOURS WINNERS



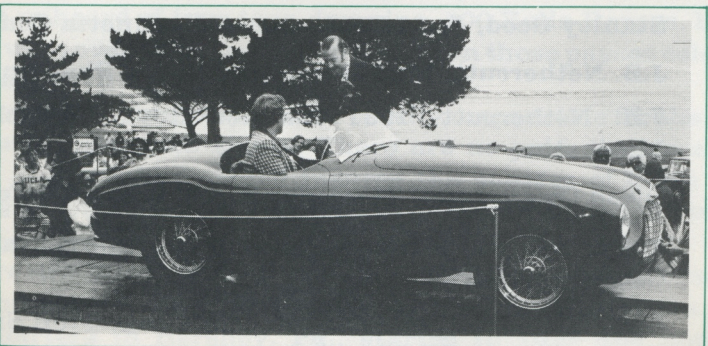
Gwenn Graham Award

1932 Marmon V16 Le Baron Victoria Coupe, owned by Jay M. Eitel, Atherton. Trophy presented by Mrs. John Gardiner.



Lucius Beebe Trophy

1937 Rolls-Royce PIII Park Ward Sedan, owned by Peter Lind, Hillsborough. Trophy presented by Mrs. Jack Flaherty.



Hans Tanner Trophy

1952 Ferrari 212 Touring Roadster, owned by Stephen Griswold, Berkeley. Trophy presented by the late Hans Tanner.

PAST WINNERS

- 1950 Sterling Edwards, Edwards Special Sport Roadster
- 1951 Mrs. Chas. Hornburg, Jr., Jaguar Sedan Mark VII
- 1952 Glen Sorey, Jaguar XK 120
- 1953 Peter Clowes, 1953 Austin Healey 100
- 1954 Barclay Cotter, 1952 Jaguar XK 120
- 1955 Phil Hill, 1931 Pierce Arrow Town Cabriolet
- 1956 Dr. Milton R. Roth, 1930 Bugatti
- 1957 Frank B. Cox, 1937 Rolls-Royce Sedanca De Ville
- 1958 J.B. Nethercutt, 1930 DuPont Town Car
- 1959 J.B. Nethercutt, 1939 Bugatti 57C Coupe
- 1960 No Show
- 1961 Scott Newhall, 1930 Packard 740 Roadster
- 1962 Alton Walker, 1913 Rolls-Royce Silver Ghost London to Edinburgh Tourer
- 1963 William Harrah, 1931 Pierce Arrow Club Sedan
- 1964 William Harrah, 1935 Bugatti 50 Coupe
- 1965 Christopher Coburn, 1927 Bentley Vanden Plas 4½ Litre Tourer
- 1966 William Harrah, 1931 Bugatti Type 41 Coupe De Ville
- 1967 Ralph C. Shermund, 1937 Rolls-Royce PIII Sedan
- 1968 Stanley Good, Jr., 1964 Maserati Berlinetta Coupe
- 1969 J.B. Nethercutt, 1934 Duesenberg J DC Phaeton
- 1970 J.B. Nethercutt, 1931 Daimler Royal "Double 6" Limousine
- 1971 Owen Owens, 1927 Mercedes Benz Three Door Tourer
- 1972 Mr. & Mrs. Jules Heumann, 1922 Hispano Suiza Dual Cowl Phaeton
- 1973 Mrs. Otis Chandler, 1939 Mercedes Benz 540K Sindelfingen Convertible Coupe
- 1974 M.L. Post, 1929 Rolls-Royce PI Brewster Convertible Coupe

AFTER THE BALL IS OVER... OR WHAT DO WE DO NOW, MAMMA?

By Alton Walker

The Concours in America really started with the Pebble Beach affair a quarter of a century ago. In other words, a synonym for Concours d'Elegance is "Pebble Beach."

Fabulous car bodies were introduced in Hollywood when actors ordered special coachbuilders to design beautiful, out-standing bodies to be installed on very special chassis. Workmanship in those days was perfection, itself.

Nostalgia-oriented collectors now find and restore these rare and old cars to vie in competition.

But the concours is just the start. As soon as the show is over, there are many ways to go.

A tour, rally, swap meet, car auction, re-restoration, another show ... but one thing is true: no one ever quits — even if he doesn't win a prize. The bud is there and a collector will mortgage his home if he finds an opportunity to compete with another car he has just "found."

Practically every old time car manufacturer now has its devotees assimilated into one-car groups. These organizations have their monthly bulletins, meetings and tours. Most of them are invited to join other clubs in outings which may vary from one to five days.

Last year some 20 American Rolls-Royce cars were taken to London, then to Salsburg, Austria, where they joined some 80 other European owners for a 10 day rally over 10 mountain passes, an unheard of type tour. Imagine, 100 Rolls-Royces, half of which were over 50 years old, up and down those passes celebrating their 1915 Alpine Victory.

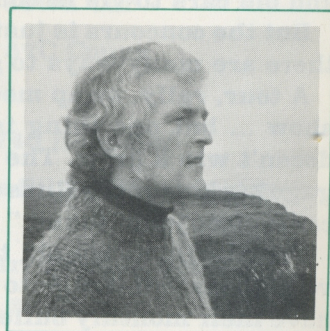
Car nuts like this are the ones chiefly responsible for the great Concours d'Elegance shows. There are no paid directors, just a love of the hobby, which insures the success of these exhibitions (nowadays chiefly sponsored by charitable organizations for fund raising).

There are some 25 national clubs that have been organized over the past 40 years. The Antique Auto Club of America, with headquarters in Hershey, Pa., started in 1935 and now has 35,000 members. With 394 chapters over the country, it means that members have scoured every farm and dale for "diamonds in the rough."

Swapmeets are held all over the nation. There, collectors can find their missing parts. An old Model T side light now brings about \$30 which is more than the entire car was sold for as used. A '28 Buick bumper is worth a small fortune. Restorers now admit to a total cost of some \$15,000 or more to bring a rare Buick or Cadillac back to original condition.

Earlier this year, the national 1975 Rolls-Royce show (with over 100 Rolls') was held at Bellevue, Washington. In 1977 the Horseless Carriage Club will have a national tour of 1 and 2 cylinder cars on the Monterey Peninsula for a three day "hub" affair. Another month, it's another tour, rally, swap meet ... where do we go from here, Mamma?"

ABOUT THE ARTIST



For our 25th Concours, artist Dick Cole has captured and relayed elegance to our anniversary poster. We appreciated the donation of his talents to benefit the United Fund.

A fourth generation Californian, Cole served 3½ years in the Air Force, then attended San Bernardino Valley College, UCLA and the Los Angeles Art Center.

According to Cole, he toiled in San Francisco and adjoining Peninsula as a studio artist, agency art director and corporate art director. He formed a partnership with graphic designer, Primo Angeli in 1961 then opened his own studio in Palo Alto in 1967.

His work has been shown in San Francisco, Los Angeles, New York and the western art director's shows.

He presently lives in San Francisco and is serving a term as president of the San Francisco Society of Illustrators.

Photo credits: William C. Brooks and Steven A. Gann

THE MONTEREY PENINSULA UNITED FUND

The Monterey Peninsula United Fund was founded in 1928 under the name of the Monterey Peninsula Community Chest. The Chest was organized here to simplify the fund-raising process by combining the donation drives of many charitable agencies into one campaign.

The Community Chest was re-named the Monterey Peninsula United Fund in 1971 to correspond with the national identification. It gives assistance to our needy and youth of Monterey Peninsula communities.

Each year the Fund is assisted on its massive job of raising dollars needed for the annual operation of its agencies by the many volunteers dedicated to their community and betterment of their fellow man.

On behalf of all United Fund agencies, I want to thank all who helped to make this event a success, and appreciation to Club d'Elegance sponsors for their support of the Concours.

Gilford M. Funston, Jr.
Executive Director

1975 UNITED FUND OFFICERS

James C. Glaser, Jr.,	President
Donald Southard	Vice President
Robert C. Littlefield	Secretary/Treasurer
Gilford M. Funston, Jr.	Executive Director

Alcoholism Council of the Monterey Peninsula	Boy Scouts
Boy's Club of America	Family Service Agency
Fort Ord Youth Center	Gateway Center
Girl Scouts	Salvation Army
Handicapped Activities Unlimited	Suicide Prevention Center
Traveler's Aid	U.S.O.
Visiting Nurse Association	Volunteers in Action

General Chairman	James Glaser, Jr.
Decorations	Mrs. Bruce Laine
Tickets	Robb Wellington
Posters & Programs	Bob Wehe
Club d'Elegance	Mrs. James Glaser, Jr. and General Roy Lassetter, Jr.
Treasurer	Dick Murnighan



**See today's classic,
Seville by Cadillac at
Butts Pontiac-Cadillac, Inc.
Monterey Peninsula Auto Center, Seaside**