



**I**N THE LAST CENTURY, FRENCH GARDEN PARTIES OFTEN INCLUDED FASHION SHOWS WITH PROFESSIONAL MODELS. They arrived in beautiful horse drawn carriages, clad in elegant French haute couture. The guests admired the fine horses, The fine carriages and the elegant fashions. When the carriages were replaced with Town Cars the joys of the Concours d'Elegance were not diminished!

Le Cercle Concours d'Elegance means an exclusive circle of people in a competition of elegance.

After World War II, the economy was surging and dollars were plentiful. An interest in old and unusual cars stimulated the birth of hundreds of Old Car Clubs. Most enthusiasts joined clubs to find others interested in the same hobby and to acquire technical knowledge and spare parts. This new enthusiasm generated millions in new businesses.

One Club was formed in the early fifties by five California people. The historical records are vague at this point. I believe they were: Bob Fergusson, Bruce Fagan, Walter Coleman, Frank Mason and Courtney Van Ornum. The original idea was to hold a Concours d'Elegance. The sixth and seventh members to join were Sam Hanks of Indianapolis racing fame and M.L. Bud Cohn, the worlds largest manufacturer's representative. At this point, they decided to call the club Le Cercle Concours d'Elegance. They would require the public to give donations to view the cars, with all donations going to charity.

The fledgling Club was the center of a whirlwind of activity. They presented their first Concours at the Town and Country Inn. Seventeen cars were entered. It was not presented for charity, the premise was to attract classic and antique enthusiasts to further restoration and care of cars worthy of the effort.

Tommy Farrell remembers sharing the microphone with Cam Cooper at the first show on the Ambassador lawn about 1956. There were about thirty motorcars. Chief Judge was Alan Young. Assistant Judges: Alan Dienhart, Curt Warshawsky, Keenan Wynn and Dave Bracken. Also in 1956 there was the Blarney Castle Concours, the Santa Barbara County Fair Concours in Santa Maria, and the San Fernando Valley Concours with Strother MacMinn as Chief Judge! By this time, Le Cercle was receiving requests for assistance in planning and presenting a Concours d'Elegance.

1959 was a milestone year! On Sunday, March 15, 1959 Le Cercle presented Concours d'Elegance benefiting Leukemia Research Foundation, held at Stears on Restaurant Row (la Cienega) Beverly Hills, CA. The first Concours benefiting a Charity! For the first time, a program was printed. It ran 22 pages and sold for fifty cents. Mercedes Benz graced the Back cover! There were over one hundred motorcar entries. Two of the Honorary Judges were Jasha Heifitz and Steve McQueen! Movie Star, Tony Curtis was there with his Rolls-Royce, as well as J.B.Nerthercutt and Don Ricardo.

The adrenaline was still flowing in the sixties, Club membership reached 161 in 1962. The policy was to hold four events per year for the four most worthy charities. About this time, Robert Gottlieb coined the phrase "Chariots for Charity" which became the essence of Le Cercle.

It was not unusual to see six hundred cars displayed in a Le Cercle Concours. This was possible because of the cooperation of non-member car owners and other car clubs.

Le Cercle was also vary successful in obtaining famous personalities to help draw the paying public.

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## HISTORY OF THE CONCOURS D'ELEGANCE (CONTINUED)



1962 began a long association with Vista Del Mar on Motor Ave. A multiple service child care agency with a cottage program, a Foster home and adoption program. They provide care for children from broken homes referred for placement. The first Vista Del Mar Concours had 14 Concours d'Elegance Classes and 35 participating car clubs. On the 20 acre field, there was a parade with three Bands, an Antique Fashion Show and a demonstration of competition and racing cars. A crowd of 14,000 spectators enjoyed the show.

Le Cercle judging system stressed authenticity and elegance. Bud Cohn wrote "Authenticity is a prime requisite and the number one attribute to any well restored car." In 1961 the Society of Automotive Engineers honored Le Cercle with recognition of the Scoring System. It is essentially the same today with the same values.

In 1965 a new era dawned for Le Cercle. The Concours d'Elegance Continental, benefiting Children's Hospital of Los Angeles, was held on the lawn of the Ambassador Hotel. Stringent rules applied! 1, a maximum of 112 of the finest motorcars on the field. 2, a Dress Affaire: The clothing of the participant will compliment the year of their car. 3, a lady will accompany each car in the Continental Fashion. 4, entertainment, personnel, programs, and arrangements will be as elegant as never before attempted at a Concours in this country. The Concours was an outstanding success.

The early seventies were wonderful years for Le Cercle. The Ambassador Concours attracted the finest motorcars, crowds of spectators and worthy charities. Among the charities were the Dubnoff School, providing special education for brain injured

and emotionally disturbed children, and the Visionaries of the Blind Children's Center. Le Cercle members have participated in the Braille Rallies. Sponsored by the Braille Institute, the navigators are blind children and the instructions are in braille.

Everyone has a great time!

The Bay to L.A. Run, coined by Bill Post, was inaugurated in 1977. An endurance run for pre 1915 cars, it was patterned after the Veteran Car Run or Old Croc's Run from London to Brighton. The Bay to L.A. Run was an endurance run down Wilshire 17 miles from Santa Monica Bay to the Ambassador Concours. Twenty seven cars entered the race. Best Performance Award: Russell and Henrietta Squire's 1906 Cadillac Model K 1cyl. Runabout. Oldest Car Award shared by Fred and Anita Lustig's 1898 Benz Velo and Robert Gottlieb's 1898 National Electric Raceabout. Bud Cohn entered two cars: 1905 Reo Runabout and 1913 National Roadster, driven by Bill Post.

In November 1977, Bud and Gertrude Cohn, with Bill Post as driver, made their third historic trip to London for the Veteran Car Run. The 1893 Benz Velo, being the oldest car in the run and the oldest production car in the world,

carried the coveted #1 in all three events. It proudly displayed the American Flag in the flag basket. Fate interceded; after working on the car all day before the race, Bud became ill and was unable to ride with Bill. He passed away after a series of coronary arrests on November 10, 1977 in London. Le Cercle suffered an enormous loss. Bud Cohn was Le Cercle!

1979 thru 1982 the Hollywood Presbyterian Hospital was the beneficiary of the proceeds of the Ambassador Invitational. Our L.A. To the Bay

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Chairman, Lou Glenn managed to produce a lot of Television coverage for the Run which also benefited the Concours, Gertrude Cohn, in vintage costume, presented bouquets to each participant on the field via her 1911 Baker Electric!

Will Rogers Polo Field Concours d'Elegance and L.A. To the Bay Run benefited the Daniel Freeman Hospital. The endurance Run began at L.A. City Hall, and followed Sunset Blvd. 21.7 miles to the Polo Field. Everyone was dressed in costumes of the era and all 28 entries finished. E.F. Taliaferro's 1894 Peugeot took the oldest Car award. Concours Best of Show was a 1927 Mercedes-Benz 630k Hibbard & Darrin Cabriolet-Gary Gallop. 4,000 people brought tickets to the Concours and 190 Patrons enjoyed the Champagne Luncheon!

Le Cercle Concours d'Elegance and the French American Chamber of Commerce presented "Le Festival de L'Automobile Classique at Drake Stadium, U.C.L.A. The beneficiary was U.C.L.A.'s Program for the Bicentennial of the French Revolution. Best of Show American was: Two Round-Trip First Class Tickets to Paris on Air France!

In 1990, Le Cercle joined the Eddie Cantor Charities Foundation to benefit L.I.F.E. (Love is Feeding Everyone). L.I.F.E. Was founded by Dennis Weaver and Valerie Harper. The Concours d'Elegance featured The Packard Motorcar. Dennis Adler, the noted automotive writer and photographer, was Master of Ceremonies.

A long and productive association with City of Hope National Medical Center began in 1991 and endured six years through 1996. The first endeavor was a Concours d'Elegance on the lawns of the Veterans Administration in Brentwood. The featured

Marque was the Lincoln Motorcar. By the second collaboration, momentum was gathering. The Imperial Palace in Las Vegas sent two cars, Jay Leno appeared with his 8-Litre Bentley, and Bruce Meyer brought his 1929 Duesenberg Murphy bodied red

convertible... awarded Best of Show! Jaguar was the featured Marque and gate receipts were improving!

The third Le Cercle - City of Hope Concours d'Elegance featured the familiar laurel and three-pointed star... Mercedes-Benz. The VIP luncheon tent on the Veterans' lawns in Brentwood was filled and the Silent Auction Tent attracted crowds. There were 24 Classes on the field to be judged. Best of Show: Robert Zaitlin's 1933 Packard Coupe 1004, one of 100 made. Reserve Best of Show: Bob Sirna's 1955 Mercedes 300SL Gullwing.

Excitement filled the air in Brentwood in June 1994! General William Lyon's Bugatti Type 41 Royale occupied the center of the Concours field. The Chauffeur-driven Coupe de Ville was bodied by Henri Binder of Paris. The paint was midnight blue and silver with red beneath the fenders. It's opulence was royal! It was the center of a great Bugatti presentation. One of the

most gifted and individual car designers of all time, Ettore Bugatti made engineering an art. Le Cercle was honored to present 14 examples of his work.

Many believe the Duesenberg to be the finest of all American automobiles. As with many fine European cars, Duesenberg's testing ground was the race track. They were very successful in Indianapolis. In 1929 the J Type was introduced, creating an intense rivalry among the top body builders. These custom-made bodies made Duesenberg so elegant.

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## HISTORY OF THE CONCOURS D'ELEGANCE (CONTINUED)



Duesenbergs were favorites of Royalty and movie stars and were owned by prominent people all over the world. At the 1995 Le Cercle - City of Hope Concours d'Elegance, six Duesenbergs were presented on the lawns in Brentwood.

In 1996, Le Cercle chose a different precept. The new Concours site was to be Sullivan field at Loyola Marymount University and the featured Marque, Ferrari. Some criticized the non-classic choice, but later, declared the Concours to be near perfection. Someone said "Ferrari builds motorcars in much the same way Claude Monet painted landscape ... not to please the populace, but more to satisfy self, a technique, and a coterie." Ferrari sees no need to advertise. Enzo Ferrari achieved such success in his racing efforts that public demand for similar fast cars

clothed in touring bodies resulted. Best of Show was a 1958 Ferrari 250 GT owned by Ron Hein. On the field, beautifully designed by Le Cercle V. P. Shin Takei, there were over 200 cars, 40 were Ferrari.

The long productive collaboration of Le Cercle-City of Hope came to an end in 1996. The many friendships formed during the years will endure.

In 1997 Le Cercle Concours d'Elegance celebrates the 30th Invitational for Charity on the field at Loyola Marymount University. The new beneficiary is United Cerebral Palsy / Spastic Children's Foundation.

No other club has as it's only goal the Assembly of Chariots for Charity.

THIS IS LE CERCLE CONCOURS D'ELEGANCE.



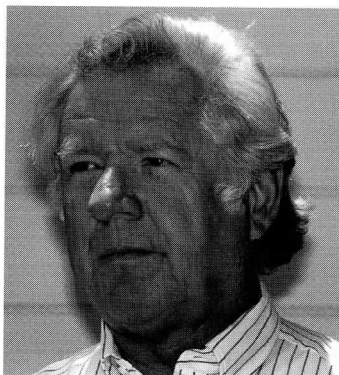
## GREETINGS FROM FRED BOGARDUS



ON BEHALF OF THE BOARD OF DIRECTORS OF LE CERCLE CONCOURS D'ELEGANCE INC.

I WELCOME YOU TO OUR 30TH INVITATIONAL CONCOURS D'ELEGANCE BENEFITING UNITED CEREBRAL PALSY / SPASTIC CHILDREN'S FOUNDATION. This year we are celebrating our thirty years of using the automobile to raise money for charitable groups. Throughout our clubs long history, our motto, "Chariots for Charity" has prevailed in our efforts to raise money for worthwhile charities. Today, we have passed the \$990,000 mark.

Today, you will see 200 of the most carefully chosen classic and historical motorcars ever to be assembled



in Southern California. There are 20 plus classes of cars from Antique and Classic to Ferrari and Muscle cars.

I want to thank Le Cercle's board of directors, committee and club members for their fine support and cooperation in making this years show a success.

Last, but far from least, my deepest gratitude to all of the wonderful people

who have entered their magnificent motorcars. I know all of them have spent untold hours in the preparation of their cars for this event. Without them - the show today would not have been possible.