

CHALLENGER MOTORS OF LOS ANGELES

INTRODUCTION

In this special issue, we are taking a close look at an iconic Citroën dealership in Los Angeles; *Challenger Motors*. Challenger was perhaps the longest running Citroën dealership in all of North America, spanning from the 1930's to the 1990's. Updated versions of this article will be posted on SeattleCitroen.net.



Los Angeles Times, December 1938

THE EARLY YEARS

Any stories of Citroën dealerships in the USA really must start with *Challenger Motors* in Los Angeles. Challenger began selling Traction Avant Citroëns in early 1938, making them one of the first companies to import Citroëns into the USA. Challenger was not the first importer, but was the first *successful* importer of Citroëns.

The first company we can find that tried to import Citroëns into the USA was called *Mutual Auto Credit* of Philadelphia, Pennsylvania. They ran advertisements in local papers in the fall of 1936 for Traction Avant



The Early Years (cont.)

sales. But it was an unsuccessful venture. By 1937 their ads disappeared and the building went on to be a Studebaker dealership.

The other importer of Citroëns in the 1930's was a place called, Northwest Light Car, located in Portland, Oregon. Their first Traction Avants went on sale about a year after Challenger, in late 1939. Northwest Light Car managed to sell Tractions for a few years in Oregon, making them moderately successful. Challenger however, went on to last as a Citroën dealer for nearly 6 decades, making them the first truly successful importer.

According to articles published many years ago in various Citroën newsletters, a pair of financial promoters started Challenger Motors in 1938. These two men saw an opportunity to import Citroëns in order to grab part of the French import car market that was sweeping Southern California in the 1930's. A February, 1939 newspaper article in the L.A. Times identified a man named Pearson Carmean as the president of Challenger Motors and Don U. Billings was listed as the general manager. Don U. Billings' name had been associated with many automotive ventures in the L.A.-area in the and 1930's, including operating a dealership for Willys-Knight, Graham, and Whippet cars.

Citroën was not a recognized manufacturer in the state of California and as such, Challenger had to take out a manufacturing license in order to get the cars registered. As a result, all of their pre-war cars had a "Challenger" serial number plate.

Perhaps the most well-known "Challenger" Traction that still exists today is one that showed up on eBay in the year 2000. This car was a heavily modified Challenger cabriolet that turned up in the back lot of an automotive paint shop in the L.A. area. This car was ultimately purchased



Los Angeles Times, February, 1939

EARLY CHALLENGER ADVERTISEMENT

The Early Years (cont.)

by Wiljan Cats in Holland and has now been fully restored. The following photo is a before/after photo from the Citroënvie website. Notice that when the car was restored, it underwent some changes to improve its appearance, including reshaping the nose to accommodate the correct grille.

We are aware that a handful of other Challenger Traction's still exist, but there does not appear to be any organized attempt to count or list the surviving cars



Citroënvie website

MODIFIED CHALLENGER-CITROEN, BEFORE AND AFTER RESTORATION

TYPICAL CHALLENGER SERIAL NUMBER PLATE FROM A PRE-WAR TRACTION



Photo provided by Lincoln Sarmanian



The Early Years (cont.)

THE CHALLENGER RENAULT

In the late 1930's, Challenger tried to import one other French car using the Challenger manufacturer's license; a Renault Juvaquatre. The Juvaquatre was originally conceived in 1936 by Louis Renault as a small, affordable car which went into production in 1937. Production lingered on way too long with the last example rolling off the assembly line in 1960.

The plan to sell Challenger-Renaults was apparently short-lived. After all, how could a frumpy car like this Renault compete with the sleek and modern Citroën?

But Challenger did sell a few! There are a handful of classified ads in L.A.-area newspapers for used Challenger-Renaults in the late 1930's and early 1940's.

Notice from the advertisement (right) that Challenger-Renaults were being marketed in other local showrooms such as *Darrin Motors* and *Fred Fudge Motors*. There will be more about these two dealers later.

A really quite nice body badge from a Challenger-Renault Juvaquatre was found by an NWCOC member at a swap meet (right).



Los Angeles Times, September, 1939



BODY BADGE FROM A CHALLENGER-RENAULT, MOST LIKELY FROM 1939 OR 1940

Photo provided by Lincoln Sarmanian

The Early Years (cont.)

But not only did a badge turn up, a Challenger-Renault car surfaced in California in 2002. So we know they sold at least a few! Unfortunately, this car will never run and it is very likely that there are no other survivors.

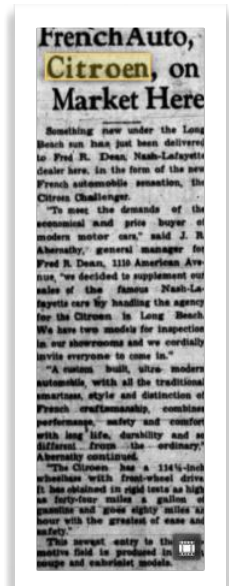
SAD LOOKING CHALLENGER-RENAULT, MOST LIKELY A 1939 OR 1940, SITTING IN THE CALIFORNIA DESERT



Photo provided by Lincoln Sarmanian

THE FRED R. DEAN CONNECTION

In 1938, Challenger attempted to supply Traction Avants to another So-Cal dealer, *Fred R. Dean*, a Nash dealership in Long Beach. However, we suspect this didn't really amount to much since any connection between Citroën, Challenger Motors, and Fred R. Dean seemed to start and stop with a single (barely legible) newspaper article in the Long Beach Telegraph Press newspaper in June of 1938. The article did note however that Fred R. Dean had several Challenger Citroëns on display in his showroom in mid-1938. Did they sell many? We don't know.



Long Beach Press Telegraph, June 1938



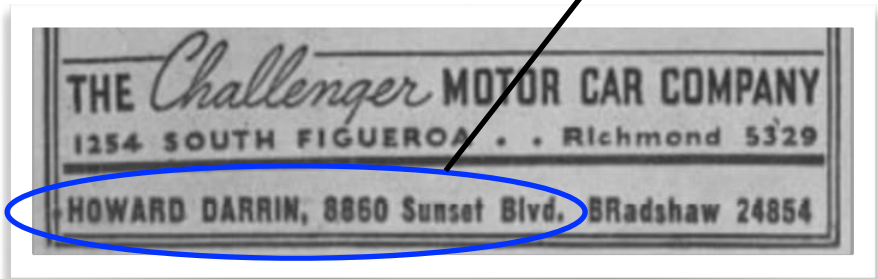
The Early Years (cont.)

THE DARRIN MOTORS CONNECTION

Several of Challenger's advertisements from the late 1930's indicate that *Challenger-Citroëns* and *Challenger-Renaults* were being displayed and/or marketed at other dealerships in the Los Angeles area, including one called *Darrin Motors*, sometimes referred to as *Howard Darrin Motors*.

There was a *Howard Darrin* who was a famous automotive designer who had spent time in the 1920's and 1930's with the great coach builders in Paris. He ended up in the late 1930's with a shop on Sunset Boulevard in Los Angeles where he built special-bodied cars for Hollywood elite such as Clarke Gable, Errol Flynn, and Greta Garbo. Is the Howard Darrin that Challenger was working with the same as the famous coach builder? It sure seems so!

Any connection however, was brief.



Los Angeles Times, February, 1939

THE FRED FUDGE MOTORS CONNECTION

Fred Fudge Motors was a popular Plymouth and DeSoto dealer of the 1930's that operated out of several locations in the Los Angeles area, including 5701 Pacific Boulevard. The Fred Fudge name shows up in several Challenger advertisements of the late 1930's as a seller of Challenger's cars. Once such example is the Challenger-Renault advertisement above.

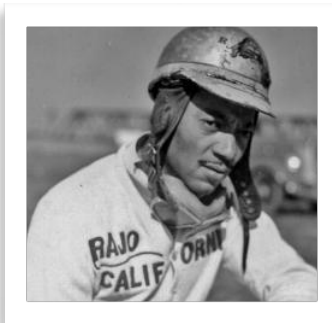
It seems that Challenger had set up agreements with several L.A.-area dealers (Fred R. Dean, Howard Darrin, and Fred Fudge) to help sell Citroëns and Renaults. The connection to these dealers however, was short and seems to have only lasted a year, or perhaps two (1939 and 1940).



The Early Years (cont.)

CHALLENGER AND STOCK CAR RACING

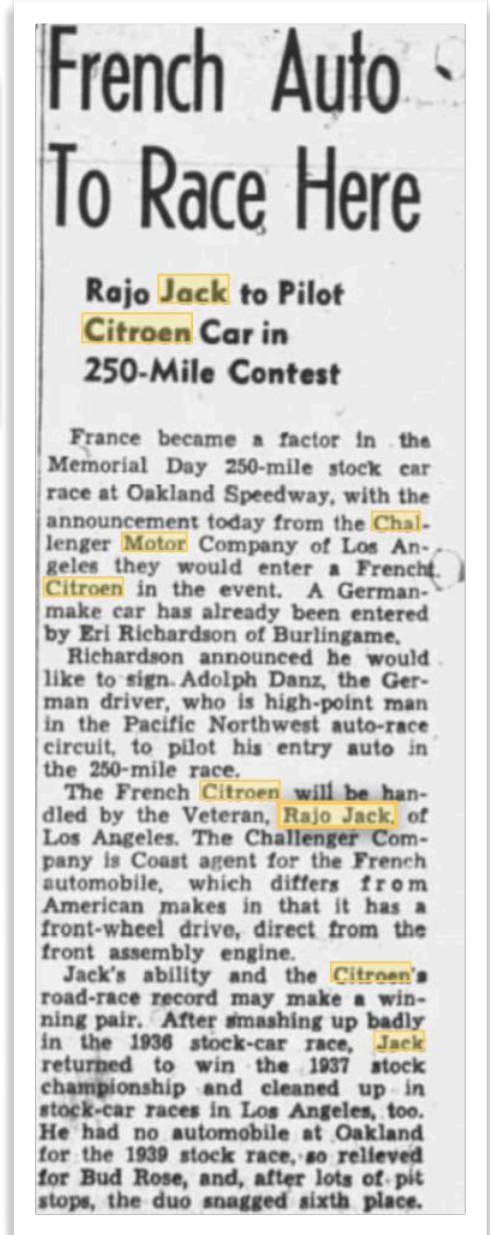
A man named *Rajo Jack* (real name Dewey Gatson, but also known as One-eye Jack or Jack DeSoto) was a popular race car driver in California in the 1930's.



Rajo Jack

In March of 1939, while driving a Ford, Rajo was defeated in a race at Ascot raceway in Los Angeles by a new car to the California racing scene; a *Citroën Traction Avant*. The Citroën was driven by a rival named Bud Rose. Rajo Jack was clearly impressed with the Citroën since he went on to use them in many subsequent races. Looking through newspapers from the late 1930's and early 1940's, Citroëns were very successful and popular in the California racing scene.

We wondered if the Citroëns that were used by Rajo Jack, Bud Rose, and others had been supplied by Challenger Motors. Sure enough, we found several articles that indicate that Challenger was indeed the company supplying the cars (see example, right). Incidentally, Rajo and his Citroën ended up winning the 250 mile race discussed in the article.



Oakland Tribune, May, 1940



Screen Grab from YouTube "Car Racing In California (1939)"

TRACTION AVANT (RIGHT) AT ASCOT RACEWAY IN LOS ANGELES IN 1939



THE CHARLIE DIRSCHERL YEARS

Articles published in several old Citroën club newsletters provide details of a key event that triggered an important change for Challenger Motors. The story goes like this: In 1942, the Germans sank a freighter that was carrying Challenger's next shipment of cars. This forced the owners to see the writing on the wall that the war was going to result in a business-crippling interruption of the supply of cars and parts, so they decided to bail out of the enterprise and sold what remained of the business to a man named Charlie Dirscherl.

Charles Karl Dirscherl was born January 25, 1907 in the small Bavarian town of Furth im Wald, Germany. Charlie as most knew him, had a dream to come to America and signed up with a shipping company carrying iron in hopes of landing in New York. On his first voyage as a seaman, the SVCC relates a story that his freighter hit an iceberg and the crew had to abandon ship. He sailed for another two years before docking in Boston where he jumped ship and spent his first night in a bus station with \$5.00 to his name.

As time moved on, Charlie slowly moved west. He found a job in a tool and die factory in Wisconsin where he became a master at creating almost anything made out of steel. Eventually he ended-up in California and opened a car repair garage in Los Angeles at the intersection of Melrose and Sweetzer Avenues. He aptly named his business, *Melrose-Sweetzer Service*.

Charlie's repair shop was also a Beacon gas station and Charlie ran the gas station part of the business as well. Charlie's daughter remembers that Hollywood celebrities such as Bob Hope, Carmen Miranda, John Wayne, and Roy Rogers would come in to have their gas tanks filled by Charlie.

In these early days, Challenger Motors needed help servicing the cars they were importing and Charlie did some (or all?) of their maintenance and repair. Thus, the relationship between Charlie Dirscherl, Citroën, and Challenger Motors had begun.

Charlie took over Challenger in the early 1940's, most likely in late 1942 or 1943 when the original owners decided to bail out due to the war's interruption of cars and parts from France. There was a gradual transition of the business name from *Melrose-Sweetzer Service* to *Challenger Motors* as both names were used simultaneously in the 1940's and even into the early 1950's. Eventually however, the Melrose-Sweetzer Service name disappeared.



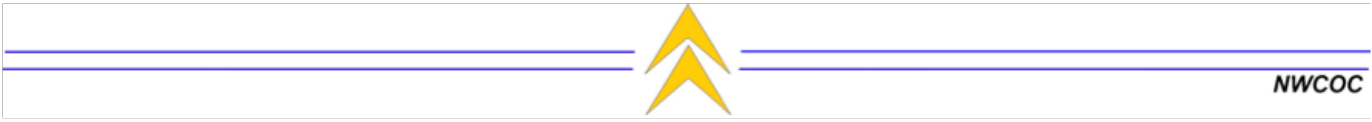
CHALLENGER BROCHURE FROM THE DIRSCHERL ERA

The Charlie Dirscherl Years (cont.)



Photo provided by Toni Werk

MELROSE-SWEETZER SERVICE AT 8275 MELROSE AVENUE, 1942



The Charlie Dirscherl Years (cont.)



Photo provided by Toni Werk

MELROSE-SWEETZER SERVICE AT 8275 MELROSE AVENUE, 1942



The Charlie Dirscherl Years (cont.)

Charlie’s daughter Toni remembers that her mom had a prominent role in the business:

“...My mom, Lindy (short for Sieglinde), supported dad by bookkeeping, (repairing) wiring in the cars, and repairing upholstery and headliners. She was a "Jackie of all trades" and could fix anything!...”



Photo provided by Toni Werk

CHARLIE AND LINDY DIRSCHERL AT MELROSE-SWEETZER (EARLY 1940's)



The Charlie Dirscherl Years (cont.)

Charlie and Lindy Dirscherl at some point dropped the "r" at the end of their last name, as most people were tripped up at the pronunciation. As a result, Charles's daughter, Toni grew up as Toni Dirschel.

During the war years, Charlie maintained the Challenger-Citroëns by whatever means possible since the flow of spare parts from France had been interrupted by the war. Being a machinist by trade, he knew how to get things done. Gearbox breakage was common and long-time Citroën USA expert Chuck Forward relates a story that Charlie had seven sets of ring and pinion gears manufactured locally with straight teeth. Charlie claimed he could hear the cars coming from a block away by the howl they made. He made other makeshift modifications until the war was over and the flow of factory parts resumed.

The number of pre-war Citroëns that were imported by Challenger is unknown, but it has been estimated to be over 100. Based on vintage photos, newspaper advertisements, other period media presence, and the number of surviving Challenger-Citroëns, it is not hard to believe this number, and perhaps more.



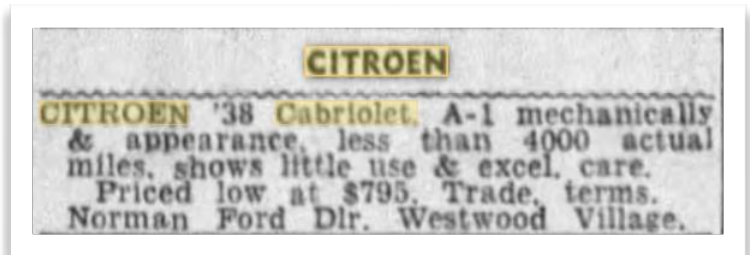
Photos provided by Toni Werk

CHARLIE DIRSCHERL SURVEYING ACCIDENT DAMAGE AT MELROSE-SWEETZER (PHOTO EARLY 1940's)



The Charlie Dirscherl Years (cont.)

Legend has it that many of the pre-war cars that Challenger imported were Traction cabriolets or coupes (a.k.a. faux cabriolets). Based on newspaper classified advertisements for the Los Angeles area in the late 1930's and early 1940's, this seems to be true, at least for cabriolets. We suspect that not many coupes were sold. An example of a used Traction cabriolet that was for sale in L.A. is provided (see right).



Los Angeles Times, December, 1938

**TYPICAL CABRIOLET ADVERTISEMENT,
ALMOST CERTAINLY A CHALLENGER CAR**

Challenger's media presence was very quiet between 1944 and 1947. But in 1948 they resumed advertising used cars, parts, and service. Throughout the late 1940's and early 1950's, they appeared to have survived on repairs of not only Challenger-Citroëns, but on other orphan makes such as Simca, Peugeot, Renault, Panhard, and Fiat. They also worked on domestic makes.

It wasn't until 1952 that they started advertising that they were selling new Citroën Traction Avants again. It is not clear if these post-war Tractions were being sold as *Challenger-Citroëns* or if somehow the problem with the manufacturer's license had been resolved with the State of California and they were being sold as *Citroëns*. Below is one of the first post-war advertisements we can find for a new Citroën at Challenger Motors, dating from 1952.



Los Angeles Times, August, 1952

**POST-WAR CHALLENGER
ADVERTISEMENT FOR NEW
TRACTION AVANTS**

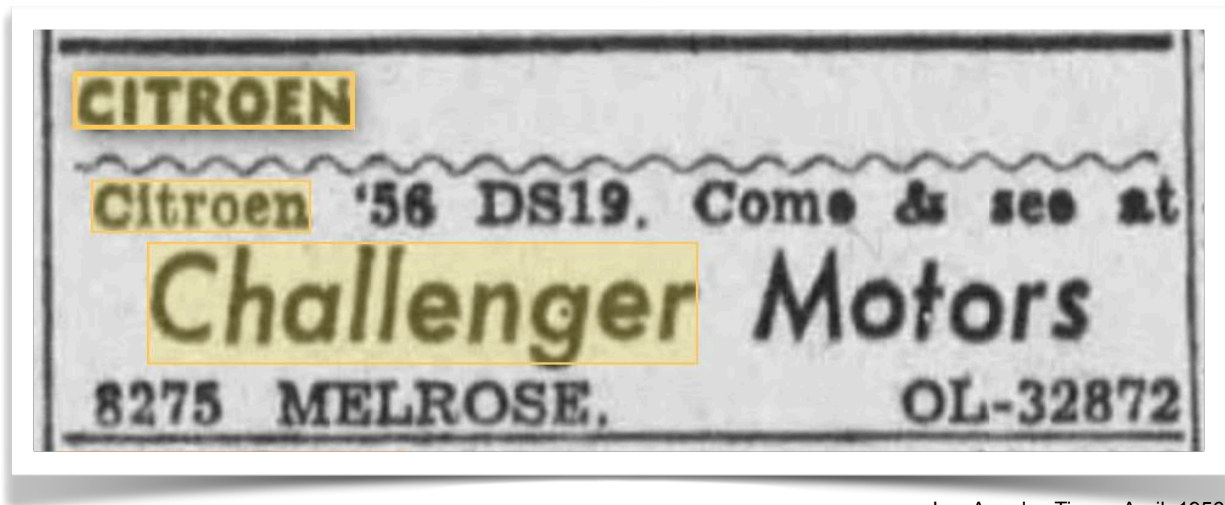
In Richard Bonfond's 2019 book, *What a Ride – Growing up with Citroën in North America*, Richard published an interesting letter that Citroën had sent to Charlie Dirscherl in 1954. They were responding to Charlie's complaint of how hard it was to sell Citroëns in the USA. Citroën management responded by giving Charlie a slightly better price, noting that it was better to have no profit on the cars than having them sitting, unsold, in storage!



THE DS ERA

It was not until the introduction of the DS model in 1955/1956 that the factory decided to formally import cars themselves. When Citroën set up their official presence in the USA, Challenger Motors was made a formal dealership, even though Citroën's own facility had just been set-up at 8423 Wilshire Boulevard, less than 2 miles from Challenger's location.

The year 1956 is very early insomuch as DS production is concerned and it was 1956 when Challenger starting advertising the DS. According to most sources, a small number of DS's, about 63, were manufactured as model year 1955. It is unlikely that any of these 63 cars made it to North America. In 1956, that figure increased to 5826 cars, and it appears that at least one of these 5826 cars made its way to Challenger Motors' showroom. Below is the very first advertisement we can find for a DS model at Challenger. The ad dates from April of 1956.



Los Angeles Times, April, 1956

FIRST CHALLENGER MOTORS NEWSPAPER ADVERTISEMENT FOR A DS

In the early DS era, the Citroën presence was growing fast in the USA. In 1959, Citroën's dealer list shows something like 19 authorized dealerships in California. By the time the 1960 dealer directory was published, the number of California dealers had ballooned to 33, most located in Southern California. This undoubtedly provided plenty of competition for Challenger Motors; but they not only survived, they outlasted all of the others.

The DS era (cont.)

FIRST BIG ECONOMY CAR DESIGNED FOR AMERICA

the **CITROËN** from France



Here is the first imported car *especially* designed for the American motorist who seeks economy combined with big car "ride" and comfort. The CITROËN challenges the most expensive automobile for comfort, leg room, performance, safety and handling qualities, yet it is an economy car, in the low-medium price range.

Check these CITROËN features against any other car — imported or domestic

32 MILES PER GALLON ON REGULAR LOWER-COST GASOLINE at steady 60 mph cruising

- **SPACIOUS** 4 door sedan with soft foam rubber cushioned reclining seats. Extra large trunk (17½ cu. ft.); 123" wheelbase; extra short turning circle.
- **AIR-OIL SUSPENSION**, exclusively CITROËN'S, makes this the smoothest riding car ever built!
- **SEMI-AUTOMATIC TRANSMISSION, POWER STEERING, POWER DISC BRAKES** are available on the DS model.
- **FRONT WHEEL DRIVE** provides unequalled road hugging and turning qualities.
- **AUTOMATIC JACK LIFT** — standard equipment — wheels lift automatically.

- **SUPERSONIC AIRCRAFT STYLING** is expressed in Parisian designed streamlining. International winner of style awards.
- **LOW INITIAL COST**— less than you pay for most popular domestic makes. Lowest operating cost in its price range.
- **PERFORMANCE** — top speed up to 100 miles per hour; first overall winner world famous 2,000 mile Monte Carlo 1959 Rally. Handles with the pep and ease of a sports car.

CITROËN
CARS CORPORATION
8423 Wilshire Boulevard • Beverly Hills, California
OLive 3-8330

See and Test-Drive a CITROËN at these Dealers:

Beverly Hills Citroën Cars Corp. 8423 Wilshire Blvd.	Osmond Barlow Motor Co. 901 N. Osmond
Cathedral City Woodfin Motors 65-471 Broadway	Pomona Pomona Valley Motors 1111 East Holt Ave.
Pasadena Haron Motor Sales, Inc. 2222 Ventura Blvd.	San Bernardino Jack Haydon Motor Co. 1011 North E Street
Glendale Colonial Buick, Inc. 144 S. Glendale Ave.	San Fernando Hamer Motors, Inc. 11068 Sepulveda
Chatsworth Monte E. Peters Company 519 North Broadway	Santa Barbara Jack O'Brien Import 117 State Street
Long Beach Burgin's 4001 Cherry Ave.	South Gate Al Siegel Imports 9019 Long Beach Blvd.
Los Angeles Moomah-Davis Imports 2025 W. Florence Ave.	South Pasadena Campbell Motors 1215 Fair Oaks Ave.
Manteca Clifford T. Nutt 245 West Foothill Blvd.	Van Nuys Mashek Motors 5319 Van Nuys Blvd.
North Hollywood Ranchero Motors 5101 Leakerthim Blvd.	Las Vegas, Nevada Desert Motors, Inc. 1202 South 5th St.
Ontario Woodfin Motors 115 South Palm	

Los Angeles Times, March, 1959

Challenger went on to sell DS's in the 1950's, 1960's, and early 1970's. In the earlier days they sold other models (2CV, Ami6, Panahrd, etc), though not as successfully. At the same time, Citroën's own facility was doing the same thing 2 miles away on Wilshire Boulevard.

In 1963, Charlie decided to move the business to what would be its final location: 6065 Melrose Avenue. Challenger remained in this location for over 30 years.



THE SM ERA

Challenger Motors did not offer the SM model at all, as SM sales were left to nearby *Irv White Buick*, where Jerry Hathaway got his start. We understand that the Citroën factory had very specific ideas about who would sell the SM, causing consternation among some of their existing (and long suffering) dealership network. Charlie went on to disparage the SM model, mainly due to its temperamental engine.

The following photo shows Charlie Dirscherl's daughter, Toni, standing in front of a very early SM that was on display at a Los Angeles Auto Show. The photo is believed to be from 1970 or perhaps 1971. Notice that the SM is a European model, suggesting that the US model was not yet available for the auto show.



Photo provided by Toni Werk

SM ON DISPLAY AT A LOS ANGELES AREA AUTO SHOW (1970 OR 1971)



THE JACQUES LAUDE ERA

After Citroën stopped importing DS's in 1972, Challenger continued to service cars and sell parts.

Charlie Dirscherl's reign at Challenger Motors lasted until the late 1970's when a man named Jacques Laude entered the picture. Jacques Laude, a Frenchman living in So-Cal, had received factory training by Maserati and by the mid-1970's was establishing a name for himself in the world of Italian cars.

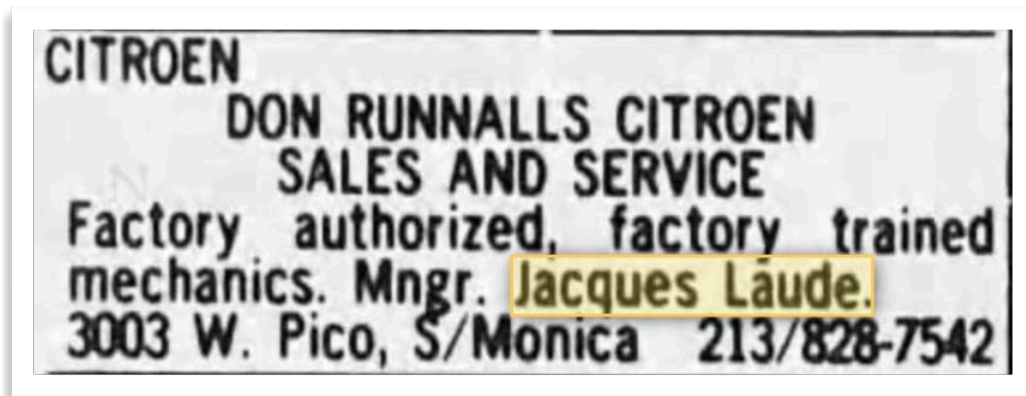
Jacques heavily advertised his business in L.A. called, *Performance Auto Imports*, for Maserati repair. But these ads only lasted for a brief period of time in 1978, when suddenly in 1979, Jacques Laude's name was associated with an L.A.-area Citroën dealership, *Don Runnalls Citroën Sales and Service*.

Note that by the time Jacques joined Don Runnalls, the last new Citroën sold in the USA had happened a half-dozen years earlier, so service and parts were now the mainstay.



Photo provided by Bibliopticus Alanskii

**MASERATI TRAINING
CERTIFICATE FOR JACQUES
LAUDE**



Los Angeles Times, December 1979



The Jacques Laude era (cont.)

Life at this time was apparently full of change for Jacques Laude, because two years later in 1981, Jacques Laude was the new owner of Challenger Motors, thus allowing Charlie Dirscherl, now in his mid-70's, the ability to semi-retire.

Jacques Laude brought in his prior Maserati experience and worked on SM's with more frequency than what had been done during the Dirscherl years. Charlie's daughter Toni recalls that her dad remained at Challenger helping Jacques Laude well into the 1990's. Charlie passed away in early 2000.

Jacques Laude ran Challenger Motors repairing the aging Citroëns until it closed for good in 1997, 25 years after the last new Citroën DS has been sold and 60 years after Challenger Motors was first formed. Two photos taken on Challenger's last day of operation are provided on the following page.



1970's CHALLENGER ADVERTISEMENT IN THE CALIFORNIA CITROEN CAR CLUB NEWSLETTER



Los Angeles Times, November 1981

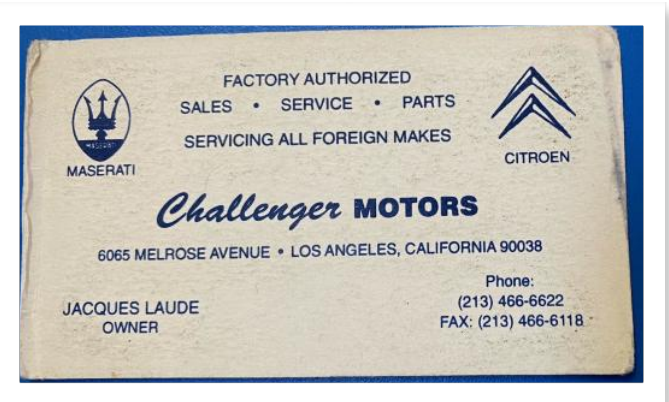


Photo provided by Bibliopticus Alanskii



The Jacques Laude era (cont.)



Photo provided by Bibliopticus Alanskii



Photo provided by Bibliopticus Alanskii

CHALLENGER MOTORS' LAST DAY OF OPERATION, 1997



The Jacques Laude era (cont.)

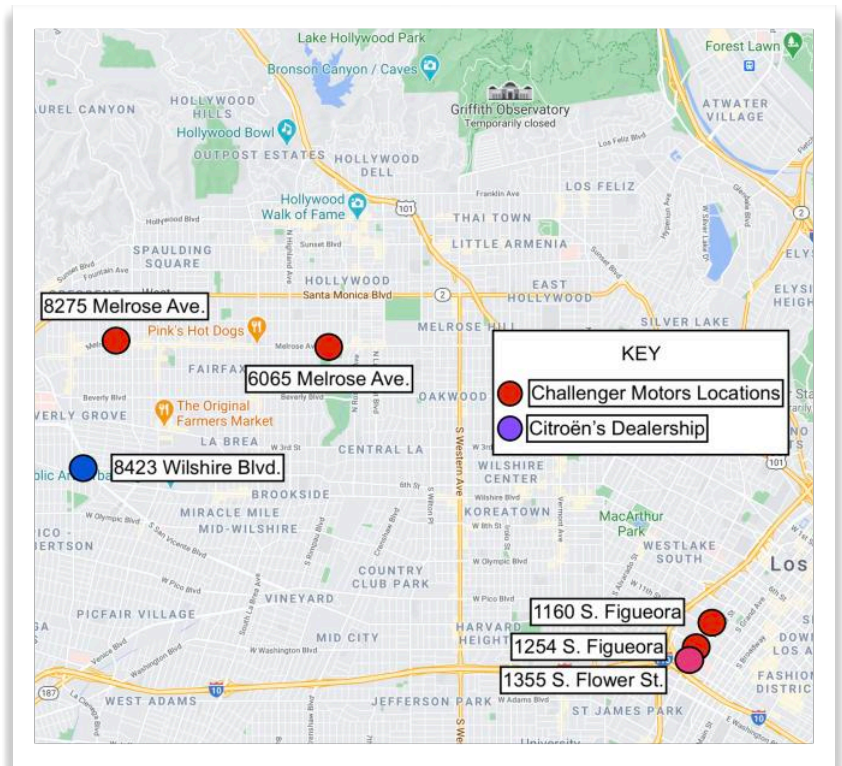
After Challenger Motors, a man named Tom Pena used the building as an automotive brake shop until 2015 when the building was sold by the Dirscherl heirs. Currently, the building is a pet supply store.

CHALLENGER MOTOR'S LOCATIONS

Challenger Motors was associated with several locations in L.A. in the early days, but settled in at 8275 Melrose Avenue for 20 years, and then at 6065 Melrose Avenue for 34 years:

- 1355 S. Flower Street (Late 1930's)
- 1254 S. Figueroa (Late 1930's)
- 1160 S. Figueroa (Early 1940's)
- 8275 Melrose Avenue (1943 to 1963, the Dirscherl years)
- 6065 Melrose Avenue (1963 to the 1997, the Dirscherl and Laude years)

Only the last building seems to be still existing.



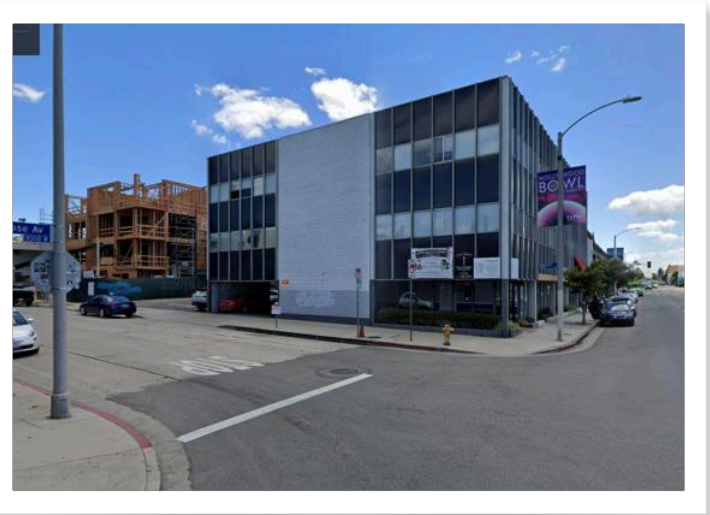
Google Street View, 2021



Challenger Motors Locations (cont.)



Photo provided by Toni Werk

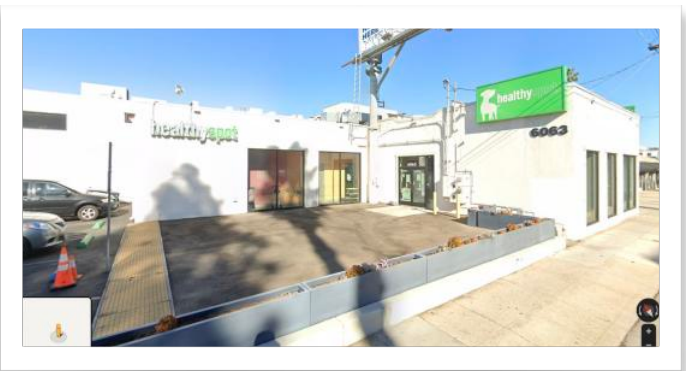


Google Street View, 2021

8275 MELROSE AVENUE, 1942 AND 2021



Photo provided by Bibliopticus Alanskii



Google Street View, 2021

6065 MELROSE AVENUE, 1997 AND 2021



SOURCES AND CREDITS

Northwest Citroën Owners Club (NWCO) issue #80 contains a history of Challenger Motors that was originally written by long-time Citroën guru Chuck Forward who personally knew many of the players involved with Challenger. We have extracted portions of the NWCO story for this article. We have also drawn from past articles that were published by the Sacramento Valley Citroën Club (SVCC) and from articles in the Hollywood-based Citroën Car Club (CCC). However, most of the content came from scouring archives of old newspapers and other media which is now available and searchable in digital form.

The following people helped with the preparation of this article (alphabetically): Richard Bonfond, Chris Dubuque, Chuck Forward, Allan Meyer, and Lincoln Sarmanian.

We would like to express a special thank you to Charlie Dirscherl's daughter, Toni Werk, who provided invaluable stories and photos for this article.

SPEED DIRECTORY (CLASSIFIED LISTING)

HOLLYWOOD TROPHY CO. HO 93959 1438 N. Wilcox Ave., Hollywood 28, Cal.	CHALLENGER MOTORS WY 0207 8269-75 Melrose Ave., Los Angeles, Cal.
HOOKFAST SPEC., INC. P.O. Box 1425, Providence, R.I.	
PALMA DEAN EMB. CO. VA 9901 707½ E. 8th St., Los Angeles 21, Cal.	
SO. CALIF. TROPHY CO. TU 3166 860 S. Flower St., Los Angeles 14, Cal.	
SPOT ENTERPRISES TE 0-4272 2808 S. LaCienega, Los Angeles 34, Cal.	
STYLIZED EMBLEM CO. HO 9-7103 1356 N. Western Ave., Hollywood 27, Cal.	

(15) FOREIGN CARS

BELL AUTO PARTS. JE 5529 3633 E. Gage Ave., Bell, Calif.	
COMPETITION MOTORS SU 16609 11515 Ventura Blvd., North Hollywood, Cal.	
GRISWOLD MFG. CO. Wayne, Pennsylvania	
HOFFMAN MOTOR CAR CO. 487 Park Ave., New York 22, N.Y.	
J. S. INSKIP 304 E. 64th St., New York 21, N.Y.	
INTERNATIONAL MOTORS HU 27448 5670 Sunset Blvd., Hollywood, Cal.	
ITALMECCANICA 9165 Cordell Dr., Los Angeles 46, Cal.	
ANTONIO POMPEO 155 E. 49th St., New York 17, N.Y.	

(16) FOREIGN CAR SERVICE

AUTOMOTIVE ENGINEERING 14550 Sherman Way, Van Nuys, Cal.	
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EUROPEAN AUTO PARTS

We Purchase Complete Stocks of Parts New & Used for Fiat, Simca, Renault, British Ford, Austin, & M. G.

We Ship Anywhere
We Reborn and Rebuild Engines for Above Cars
Advise Witkin-Wolf

WITKIN-WOLF CO., INC.

5181 West Washington Blvd. Los Angeles 16, Calif.
YOrk 6274


MATT HAUPT GARAGE EQUIPMENT CO.

NEW AND GUARANTEED USED EQUIPMENT
"If it is garage equipment—we sell it!"
We Buy, Sell or Trade—Also Repair Equipment

1520 SOUTH FLOWER ST.
Prospect 1338 Los Angeles 15, Calif.

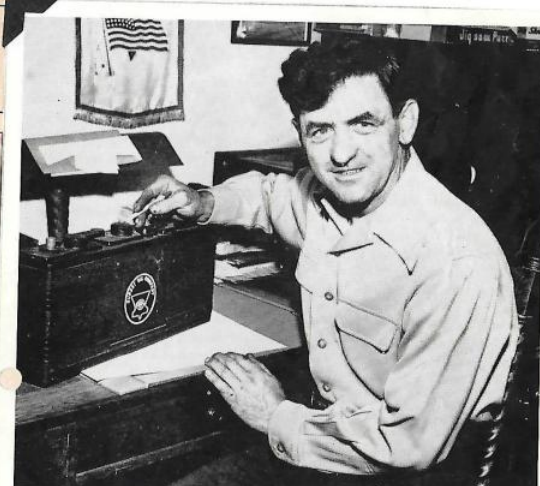
HEADQUARTERS FOR CITROEN

also
Parts and Expert Service for
Simca, Fiat, Peugeot, Renault, and
Hillman-Minx



CHALLENGER MOTORS

8269-75 Melrose Ave., L. A. 46, Calif.
WY 0207 WH 4679



Charles Dirscherl, who is in charge of the Sunset Station at 8275 Melrose Ave., in Los Angeles, specializes in repairing foreign cars. Charlie's hobby is fishing and he working on a 26-ft. cabin cruiser that he recently bought for fishing trips.

Photo provided by Toni Werk



CONCLUDING REMARKS

Pacific Citroën News plans to provide detailed histories of the Citroën experience in North America, with specific emphasis on the west coast. Articles have already been created for Washington, Oregon, and British Columbia. We are now starting to document some of the more significant dealerships in California. These histories have been sent out as special edition newsletters. But they are also published on www.SeattleCitroen.net.

Comments, additions, or corrections are welcome. Contact NWCOC@earthlink.net.

The **Citroën Car Club, Inc (CCC)**, is a non-profit organization founded 1956 to support Citroën, PSA Group & Panhard Owners.

President	Chuck Forward	chuck@citroencarclub.us
Vice President	Steve McCarthy	steve@citroencarclub.us
Treasurer	Tony Delosso	tony@citroencarclub.us
Secretary	Bob Henry	bob@citroencarclub.us
Member-at-Large	Bruno Sere	bruno@citroencarclub.us
Membership	Tina Van Curen	tina@citroencarclub.us

Events are held semi-monthly, or more often, throughout Southern California. The club shares hosting of the West Coast Rendezvous with the San Francisco club, alternating years.

Annual membership is \$20.

Please address any questions, address changes, ideas or suggestions to:

club@citroencarclub.us

Citroën Car Club, Inc; 28345 Foothill Dr, Agoura Hills, CA 91301 USA

Visit us online at: <http://www.citroencarclub.us>

Pacific Citroën News (ISSN 1542 - 8303)

PCN Editor Allan G. Y. Meyer pcn.editor@gmail.com

Info on Citroën, DS brand, Panhard and Stellantis' (PSA-FCA) French brands Peugeot, SIMCA, Talbot created for & published by the participating organizations. Classified ads limited to 75 words and one photo; ads run 2 issues.

Address letters to your Club's Editor. Info and images may be submitted electronically by email. Text: MS Word (.doc) iWork (.pages); TextEdit rich text format (.rtf). Images: JPEG (.jpg) files at 300 dpi resolution or higher.

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The **Northwest Citroën Owners Club (NWCOC)** is a nonprofit group, whose aim is to be of service to friends of Citroën.

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Should you see or hear an interesting bit of Citroën news, please email it to the editor or mail it to the NWCOC PO Box shown below. Members are encouraged to attend board meetings, held the second Monday of each month at 7 PM in the Seattle area. Contact a board member to confirm the meeting time and location.

Classified and business card advertisements are free for members, space permitting, and US\$15 per month for non-members. Back issues are \$1.50 as available. Permission to reprint original material is granted to any nonprofit membership publication on a single use basis if full credit is given to the author. While we make efforts to insure the accuracy of information and advice given in this newsletter, the clubs accept no responsibility for such advice.

Send membership questions, address changes, ideas, etc. to our P.O. Box.

Northwest Citroën Owners Club, P.O. Box 16185 Seattle WA 98116 USA

Please send membership renewals to the P.O. Box. Worldwide annual membership dues are US\$30 for Electronic Edition (an email address is requested).

Club email is: NWCOC@earthlink.net

Visit us online at: <http://www.nwcitroen.org>

