

1966 Shelby Notchback Coupe #4

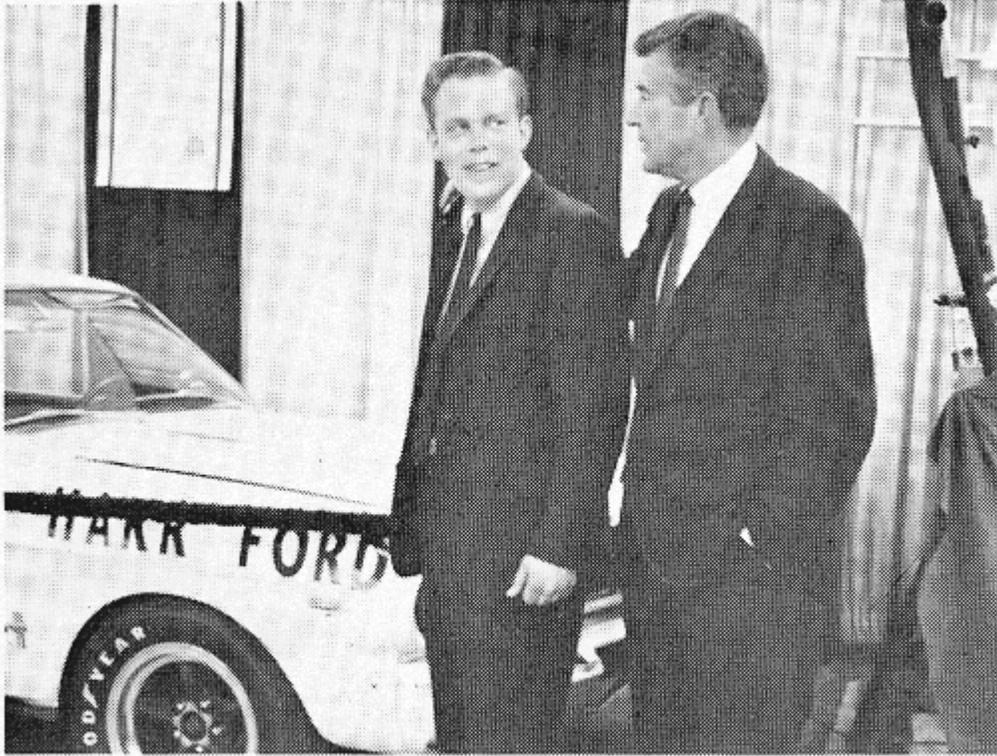
New England International Auto Show

October 1967

The New England International Auto Show has been an annual affair in Boston since 1957. The show, held in the War Memorial Auditorium, grew in popularity. For example, in October 1967, 300,000 auto aficionados attended the show. The Auto Show, in 1967, was the third largest auto show in the U.S..

The promoters of the 1967 Auto Show offered the New England Region (NER) of the SCCA space for a display at no charge to the region. The region still faced the cost of constructing, operating, and removing the displays. So, the NER found five race cars, from the region, with sponsors willing to help offset the cost. The sponsors contributed some funding to the SCCA, and the SCCA provided a display space for the sponsored race cars- in front of the 300,000 attendees.

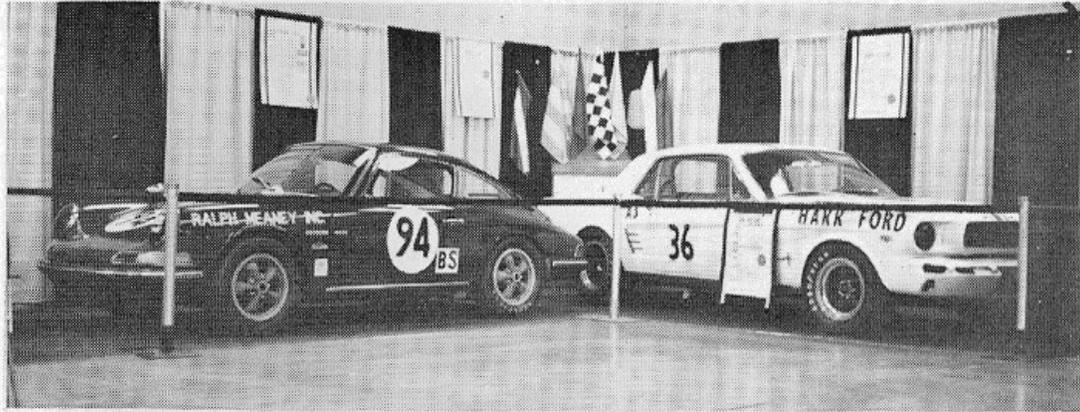
Two of the sponsors of the Shelby notchback made contributions to the SCCA. *Harr Ford*, of Worcester, MA, contributed, as did *Shelby American*. In fact, Carroll Shelby spent time manning the booth.



Carroll Shelby to Bob Ziegel: "Shelby-American sponsor an MGA? Don't be ridiculous!"

New England International Auto Show, October 1967.
Photo: James Chipps, Assistant Regional Executive, SCCA NER
Pit Talk, January 1968.

In the photo above, Shelby notchback #4 is behind the ropes. Note the *Harr Ford* sponsorship on the front fender. Also, the red "racing stripe" can be seen, faintly, on the hood. Of course, Goodyear tires grace a race car sponsored by Shelby.



Ralph Meaney's Porsche 911 and Tony Fucci's Mustang stand guard over the display of racing flags.

New England International Auto Show, October 1967.
Photo: James Chipps, Assistant Regional Executive, SCCA NER
Pit Talk, January 1968.

The side view of the Shelby, above, shows the A Sedan class marking, the race number (36, instead of the usual 86), the Harr Ford sponsorship, and the racing stripe on the leading edge of the hood. The race number 36 looks as if the leading 3 was created either by cutting the usual 8 vertically or by covering the left portion of the 8.

The presentation by the NER was so well received that the national publication of the SCCA, *Sports Car*, provided coverage of the event. On the next page, all five sponsored cars can be seen, at least in part, in bottom photo.



Some of the quarter-million people who visited the New England International Auto Show.

The Show's the Thing



New England Region member Bill McCormick, volunteer car cleaner.

An SCCA display at an auto show is not a new idea. As you can see elsewhere in this issue, it's been done. The New England Region had its first display in October at the New England International Auto Show.

Billed as the nation's third largest, this year official attendance was in excess of a quarter of a million people. The new War Memorial Auditorium in Boston's Prudential Center has been the site of the show since it was started in 1965. The show covered both floors of the auditorium and ran for a week. Among the features were "Playboy's" November Playmate, Miss America, Craig Breedlove's "Spirit of America" LSR car, and many funny cars.

Several aspects of this, our first SCCA exhibit, should be of interest to those of you who have considered this type of PR activity for your region.

First, the entire thing was done at no

The 700 square foot SCCA section with the illuminated SCCA display box (available from the national office) featured at center stage.



New England International Auto Show, October 1967.
 Robert Ziegel, *Sports Car*, December 1967.
 Photos: James Chipps