

Vern Tardel Newsletter

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October

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TARDEL NEWSLETTER ON-THE-LINE

OCTOBER 2012

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That's it. Their email will not receive spam or junk, and they can stop getting the Newsletter anytime they would like.

[Ideas for the Newsletter](#)



Vintage Car Owners & Hotrodders,

I promised in our September issue I would give you a little feel for my trip to the Bonneville Salt Flats (Northwestern Utah) this year. Three of us started out from Santa Rosa, California in our own roadsters on the 1280 mile journey. You can see my '32 in the photo at the right next to the Flats boundary line.





If you have ideas that you would like the Newsletter to include, just send me email and

I will run the idea up the flagpole. We may or may not be able to include your idea, but if we do I will send you either a Tardel hat, t-shirt, sweatshirt, or book as a prize for your good idea. There are no judges...just Vern and me.

Send your ideas to me at:

mark.merickel@live.com

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See more Shop and Hotrod pictures by visiting our Facebook page. It's simple, just click on the box below and you

It's hard to show the speed of these cars, but here are a few pics that give a range of what was running while we were at the Flats.



The cars running now are of much higher quality than in the years past. Having held the speed record for a blown flathead modified roadster in 2004 (177.980 MPH) I can appreciate the detail that has gone into these one-shot (so to speak) builds.



Some of the "needle" cars are becoming faster and more amazing. Below is one that reached speeds of over 225 MPH.

will be linked to the Tardel
Facebook site.

Enjoy!



But the heart of the salt flats is made up from putting high powered vehicles on a body of salt that is flat for miles on end. Timing of the cars and motorcycles that run the flats is so highly organized and capable of capturing the vehicle speeds down to the .001 of a mile per hour (MPH). If you have ever gone to Bonneville, you will agree that the t-shirt below sums it all up...



As nasty as it is, I am looking forward to making the trip with my roadster next year. It is simply in my blood and I will share our results with you. Here are just a few more shots I took at Bonneville this year.



Just imagine sitting at a starting line for up to an hour in your driving suit. Your team trying to keep the sun off you and the period of time gets way beyond just focusing on the run. But then the call comes for your start and you suck up what it takes to drive your hotrod, motorcycle, or super-speed "rockets" on the flats at over 100+ MPH or 500+ MPH.

A little history: There are two major land speed events that take place at the Bonneville Salt Flats. Bonneville "Speed Week" takes place mid-August while the "World Finals" take place early October. The Southern California Timing Association organizes and plans these events along with prepping and maintaining the salt.



Despite being wrongly associated with drag racing, setting speed records at the Bonneville Salt Flats is racing of a unique sort. No "0-60" records are broken here. Since the salt is somewhat slick, maintaining traction is a major concern of every racer. Cars start slower than many expect, but they make their way up to some

incredible speeds. Given the great size of the flats, there is plenty of room for these race cars to reach their full potential. There are two to three tracks, depending on the condition of the salt, set up for each event. The shortest is usually a 5-mile course while the long-course usually runs 7 miles. Depending on the class (there are hundreds of classes that participate, from motorcycles to streamliners to cars practically driven off the lot), racers are assigned to courses accordingly. Some classes, like the 49cc motorcycles, have records set at under 100 mph while others, such as high-powered streamliners, reach speeds of 400-500+ mph.



But through it all, the Bonneville Salt Flats just doesn't care if your car hits speeds of 10 MPH or 500 MPH. It's not you against the flats, it is you and your months or years of work in a display of speed to the best of the driver's and your car's capabilities!

Build of the Month

Vern Tardel builds the highest quality hotrods, roadsters, highboys, and speedsters in the country. But what you might not realize is that the Tardel Shop specializes in building, restoring, and fix-its on vintage cars and pickups. He specializes in pre-1950's vehicles. Of course his specialization and expertise are most specifically on Fords.



A good example of what comes into the Tardel Shop is the 1930 Model A at the left who came into the shop with a fender that had literally been torn away from the body. You might think this would be an easy fix, but nothing Vern works on is easy. Vern puts his expertise into every build or repair that he undertakes.

The Model A started with the customer wanting the fender fixed. But the more he looked at the Model A the more he realized that more needed to be done. The paint and the pinstriping had oxidized and the pinstriping had been completely worn off in various spots by the wear of time.





Vern had to find a bumper that matched the original and then prepped it to a high level of fit. Of course the green paint



with black trim needed to be matched exactly. Nothing short of that type of work is acceptable to Vern Tardel. The final installation of the fender was a process of insuring that the new fender matched perfectly (shown to the right). Painting and pinstriping was perfect. But that was not sufficient for a Tardel fix.



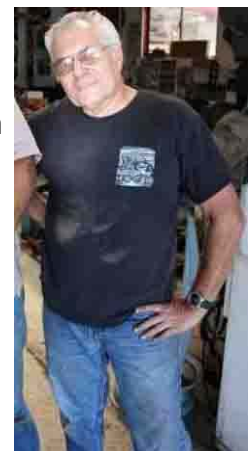
The engine needed adjustments, the brakes needed adjustments, and the steering needed to be tightened. Vern would not let this vintage car out of the shop without this work completed! Vern stands by his work, and his work stands alone in the world of building quality hotrods and vintage cars.

Who's Been Spotted in the Shop?



Terry Griffith was spotted in the Tardel shop building a Ford flathead. Terry has known Vern since they were in Junior High School in Santa Rosa together (the Rincon Valley area). I am sure knowing both Vern and Terry they were perfect Angels in class and were never caught by the teacher talking hotrods

and other nefarious stuff.



I talked to Terry about his first car. He told me that his father got a new Mercury convertible and gave him his old Plymouth Station Wagon for both Vern and Terry to putt around in. And from what I hear, putting is not the only thing they did.

Currently Terry drives his 1927 Ford Roadster Pickup with a Ford flathead...of course! Terry calls his Roadster a "floor sweeping car." Now that one took me aback a little, so I asked Terry what the heck a "floor sweeping car" was? His answer: "it is a car made up of everything that came "off the floor."

Terry worked with Vern on the very first Roadster that Vern build. It was a 1923 Model T and has many stories attached to it...but you will have to ask Vern or Terry about that build as it has way too many things that go along with it. Terry also built and drives a 1950 Ford with what else...a cherry flathead.

The picture at the right is a 1937 Ford Delivery Panel which will be the recipient of the Griffith/Tardel built flathead. This is going to be a very nice fit and finished '37 Ford with a very special flathead thanks to the 50 plus years of engine experience of both Terry and Vern.



Terry has been married for 50 years and has one son who lives in Santa Rosa. Terry has moved to Junction City, California and came down to Santa Rosa to help Vern on this build.

If you are looking for credentials of a hotrod builder, you need look no further than someone who worked in Bing's Speed Shop (owned by Ed Binggeli, of Windsor, California - shop shown below-left). Bing's Speed Shop was legendary in the Sonoma and Northern California area...and beyond. Terry has indeed worked in Bing's Speed Shop as



well as other various stop-offs like Vern Tardel Enterprises.

I have had the honor of meeting Ed Binggeli at the Tardel Shop and it is great to talk hotrods and more with Ed. He is not only a legend...he is a really cool guy.

Terry and Vern have remained friends over the 50 years they have known each other. In Vern's words, "Terry is a master builder and I miss seeing him as much as I did when he lived in Santa Rosa, and I miss his exceptional work in the Tardel Shop very much. Someone once told me that you can count your real friends in pretty small

numbers. Terry is one of those and a lifelong friend that I am happy to be working with again on this '37 Ford Delivery Panel."

Signs of the Past

In the Tardel Shop you will see signs of all types and sizes. Most of these signs are collector items in their own right. But more than that, I consider these signs something akin to a "way-back machine." I find myself



looking around the shop and spending hours examining these signs. The closer I look, the more I see. The more I see, the more I find myself thinking back to days gone by.

Vern has a soda machine where the soft drinks cost 25 cents. I find myself thinking about the days when a soda pop actually cost 25 cents. I even remember when a soda cost 5 cents, but those days are long gone. But I get to use my Tardel "way-back machine" and travel back in time and think, yup, those days are gone but not forgotten.

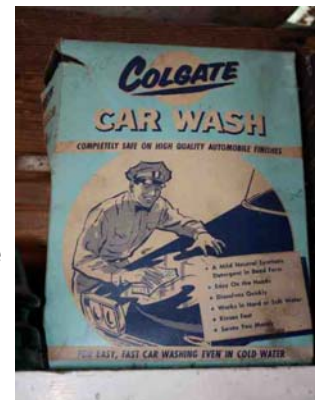


These signs show what was the latest and greatest products of an era gone by. Many of these items and signs gave me directions or tried to sell me (actually my mother) what was the, "had to buy items."



How many of you remember when Pepsi-Cola was a "Refreshing Healthful" drink. That marketing still holds up even today. It was marketed as "A Sparkling Bracing Beverage." When I take my walks around the Tardel Shop looking at the signs and advertisements I am drawn to the pictures of what used to be. But I have to tell you from my own personal experience, what used to be, the kind of service and care that comes through on the picture of the Colgate Car Wash box to the right, is a basic service principle that still is found in the Tardel Shop.

If you have a chance to have Vern build you a hotrod, repair your hotrod or vintage car, take the time to look around the shop. Short of a museum, you will not find this kind of a unique collection of automotive memorabilia anywhere. We do know of one collector of automotive signs and oil memorabilia that lives



just a short ride down from the Tardel Shop.

The owner happens to be an old friend of Vern and they have even worked on a build or two together.

Stay tuned. We have more signs and memorabilia to share with you in future issues of the Newsletter.

Video Tour of the Tardel Shop

A number of you who have not had the opportunity or simply cannot visit the Tardel Shop have asked if we might provide a short video showing you around. Below is a link to a YouTube video of the Tardel Shop that was shot by me (Mark Merickel) and Vern Tardel is our guide.



The tour is approximately 6 1/2 minutes long and shows you various builds that were going on at the time of the shooting and then different parts of the shop itself. The video was shot last fall so it is pretty recent. I hope that this tour shows you just a little of the incredible work and builds that are constantly going on in the Tardel Shop. It is amazing that inside this warehouse shop, some of the very finest Ford hotrods and vintage cars have been built and are now driving the roads around the world. And it has not stopped there. Vern continues to build the best Ford flathead hotrods and vintage cars that will be on the road in the months and years to come!

Look for more videos of the Tardel shop in issues to come. Some of these videos will include:

- A ride with Vern in a nice '32 and a few of his thoughts on hotrodding today.
- An interview with Vern on how he got started building hotrods.
- Interviews with a few special guests who stopped by the Tardel Shop.
- A tour of the grounds and Vern's "boneyard." (this is really amazing for those of you who cannot make the trip to Santa Rosa).

Click the link below to take a tour of the Tardel shop guided by Vern. The video is **6 minutes and 30 seconds long** and we hope you find it interesting and informative.



[Vern Tardel Enterprises Shop Tour Video](#)

What is it?



What is it?

The only clue that we will give on this "what is it?" will be for you to think Vern Tardel and what makes a Tardel hotrod? These are associated with that certain something that makes a Tardel hotrod. These come in a set of two, but they look identical.

Check your answer by going to the Tardel website by clicking the link below:

www.verntardel.com

Featured Products

Do you have any birthdays coming up? If not, remember that Christmas is just around the corner.

Tardel Enterprises carries a large number of items that make the kind of statement a hotrodder or vintage car owner needs to make.

Here are just three items that let folks know that you are serious about hotrods. They not only look good, but they also feel good on you.



These products are made to wear and last. Get your hat, shirt, or sweatshirt, while they last. Heck, get all three, you will be glad you did!

- Vern Tardel T-Shirt / medium / black for \$18.00
- Vern Tardel T-Shirt / large / black for \$18.00
- Vern Tardel T-Shirt / extra large / black for \$18.00
- Vern Tardel T-Shirt / 2xl / black for \$18.00
- Vern Tardel T-Shirt / medium / stonewash is temporarily unavailable
- Vern Tardel T-Shirt / large / stonewash for \$18.00
- Vern Tardel T-Shirt / extra large / stonewash is temporarily unavailable
- Vern Tardel T-Shirt / 2xl / stonewash is temporarily unavailable
- Vern Tardel T-Shirt / medium / white for \$18.00
- Vern Tardel T-Shirt / large / white for \$18.00
- Vern Tardel T-Shirt / extra large / white is temporarily unavailable
- Vern Tardel T-Shirt / 2xl / white is temporarily unavailable
- Vern Tardel Logo Baseball Cap \$9.95 (My personal favorite!)
- Vern Tardel Sweatshirt / large / black for \$29.95
- Vern Tardel Sweatshirt / extra large / black for \$29.95
- Vern Tardel Sweatshirt / 2 XL / Black for \$29.95

Order online by clicking on the [T-shirt below](#) or the [linked text](#). Both are linked to take you to the order/purchase site for these products...and more!



[Click this link or the Shirt Above to go to the Order Page](#)

Vern Tardel Enterprises Early Ford Parts, Repair, and Builds



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