

# the elden register, u.s.a.

issue 1 march 1989



## short wheelbase

by paul pfaner

**W**elcome to the Elden Register U.S.A. and the premier issue of its newsletter. I appreciate the interest and patience of many of you who first wrote almost a year ago. To answer your first questions, "Yes, we'll try to produce this newsletter on a regular basis and, yes, the first one is always the hardest."

I bought my first Elden, a beautifully prepared Mk 8, from Alan Holly at the end of the 1974 season. But I'd wanted for two years: In November '72, I read in *AutoWeek* about Johnny Gerber's World Cup win with the Ippokampos Elden—a spectacular looking car. Love at first sight. I knew next to nothing about Formula Ford but called the phone number shown on the accompanying Elden ad and drove down to Automotive Development which was then the West Coast Elden importer. AD had the very first American Mk 8 (that point argued by East Coast importer Tom Pumpelly who says *he* got the first car) on its showroom floor, a pale blue example owned by John Benton. I sat in it and it was love at second sight, for Elden and for the Formula Ford class which would soon dominate my life.

John Benton acquired the Elden franchise from AD in 1973 and his firm, Pacific Formula, produced several examples of a magazine cum sales catalog called the *F.F. Review*. This soon became *Formula* magazine with yours truly as Art Director, hobby becoming work and vice versa. I've been involved with magazines that covered FF ever since, most recently with *SportsCar*, the official publication of the Sports Car Club of America, which my company—PCB Publications, Inc.—has produced since 1984.

Back to '74: I devoured all the Elden news I could find, reading old news about Tony Brise's success with a Mk 8 in '71, and his younger brother Tim's good results with the same car a year later. The '72 Elden works team included American Danny Sullivan and Englishmen Mike Catlow and Chris Lake-Smith (who replaced Tim Brise), and they were quite competitive. America's Elden stars, meanwhile, included Tom Pumpelly, Tom Gloy, Gary Hackbarth and Bob Earl (who qualified for the '73 Runoffs, which he won with the ADF prototype, in an Elden).

There was also Alan Holly, one of America's very best FF drivers in the early '70s. The Californian tore up the West Coast with his Shankle and Milk Advisory Board-sponsored Elden in '73 and '74, regularly beating drivers the likes of Marty Loft, Dennis Firestone, Boyd Pierce, Richard Shirey, Johnny Kastner and Eddie Miller. I really wanted a Falconer-bodied Mk 10A but when Holly put his Mk 8 on the market at a reasonable price, I jumped at it.

It was a wonderful car: In my first Regional, I finished fifth out of 55 cars. In my second, I was sixth out of 45. Unfortunately, I was at the bottom of the heap as a mechanic

and the longer I owned the car, the less competitive it became.

I sold it two seasons later in '76 to a stock car racer who in turn sold it to Allan Burke, designer of the recently announced Shelby CAN AM sports racer. Burke, who worked for Dan Gurney's All American Racers back then, eventually turned it into an "Eagle-Elden," and finally parted it all out.

The nose cone remains—it's on one of the Mk 8s I own now!—but I lost track of the chassis and other bits (it was a number in the low 20s, as I recall, AM73 21 or 22).

I never lost my enthusiasm for the Formula Fords designed and built by Englishmen Brian and Peter Hampsheir, though, and remained an "Elden freak" through the '70s (to the utter bafflement of most of my FF friends who moved on, to first Lolas then Crossles then Van Diemens then Swifts) and was saddened when the Hampsheirs finally gave up, apparently for good, in the latter part of that decade. (They had sold their interest after the '73 oil crisis to Frank Bradley but Brian bought it back in 1977—only to sell it again two years later.)

Howard Drake kept the name alive for a few years but his '79-'80 Eldens never crossed the Atlantic. Peter Hampsheir returned to the FF design fray with Saracen at about that time. But there was no "good news!" for Elden enthusiasts (and I'm surprised at how many there are) until last year when two things occurred: First, Vintage Formula Ford really began to catch on and the value of all those old cars—including Eldens—soared. Second, there was an Elden badge on a brand new Formula Ford chassis which appeared out of the blue, trumpeting the fact that the Hampsheirs—and Elden—are back.

Parts for the older cars have been generally available through all the upheavals, from Drake's Laser concern and most recently from the new Elden Racing Cars (20 Blue Chalet Industrial Park, London Road, West Kingsdown, Sevenoaks, Kent, England TN15 6BQ, tel. (0474) 853840, fax (0233) 35146).

A large equity position in the revitalized Elden is held by Techpro (Technical and Procurement Services Ltd.) which gives it a great deal of financial clout. Elden, incidentally, shares space with Tracer Racing owned by Brian Hampsheir's sons, Tony and Graham (no mistaking who they are named after...).

Elden Racing Cars has the body molds for most of the older cars and a good spares inventory. It is also building new cars, including the slimline PRH27 FF, the PRH29 Formula Renault and the soon-to-debut PRH28 Formula Ford 2000.

We had hoped the 20th Anniversary Formula Ford Festival, to be held March 25-26 at Southern California's Willow Springs International Raceway, would mark the American debut of the PRH28. Sadly, the acute gearbox

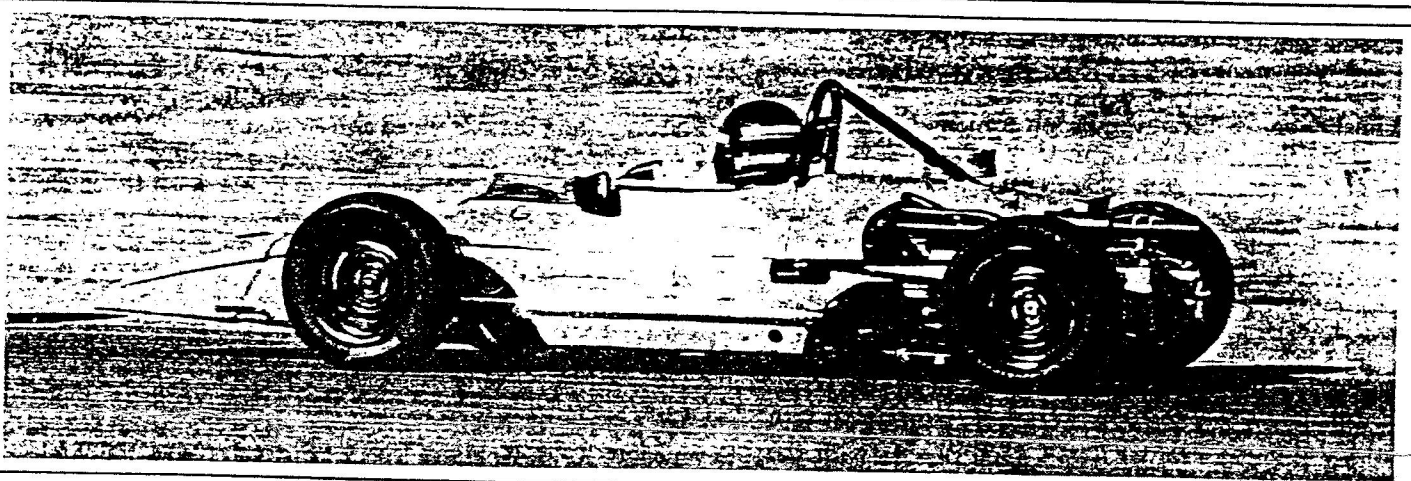
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## the elden register, u.s.a.

(as of 6/9/88)

| Owner                | Hometown           | Chassis*                    |
|----------------------|--------------------|-----------------------------|
| Thomas Betz          | Evansville, Ind.   | Mk 10C                      |
| Pete Cage            | Ellicott City, Md. | Mk 10B                      |
| Bruce Craig          | Portland, Ore.     | Mk 10B (modified)           |
| Paul Crouch          | Danville, Va.      | Mk 8                        |
| Jeff Dorsa           | Indianapolis, Ind. | Mk 10C                      |
| Everett Finney       | Boca Raton, Fla.   | Mk 10B w/ Falconer body     |
| Mark Kopjeczek       | Lafayette, La.     | Mk 8                        |
| W.A. (Bill) Lawrence | Fort Wayne, Ind.   | Mk 10B                      |
| Bill Libretti        | Mt. Prospect, Ill. | Mk 10                       |
| Pat McMurray         | unknown            | Mk 10B w/ Falconer body     |
| John Miller          | Bloomington, Minn. | Mk 10C                      |
| Dana Moudy           | Okmulgee, Okla.    | Mk 10C                      |
| Alan Murray          | Minneapolis, Minn. | Mk 10B                      |
| William Nelson       | Ringoes, N.J.      | Mk 8                        |
| Gary O'Brien         | Simonton, Tex.     | Mk 10                       |
| Jeff O'Brien         | unknown            | Mk 10A                      |
| Paul Pfanner         | Irvine, Calif.     | Mk 8s (2), Mk 10 and Mk 10A |
| John Queen/Lee Coker | Long Beach, Calif. | Mk 10                       |
| David Turner         | Martinez, Ga.      | Mk 10A                      |

\* In the next issue, we'll try to included chassis numbers...



## short wheelbase

*Continued from page 1*

shortage in England has precluded that happening though Brian and Peter will be there in person to have a look-see at American FF circa 1989 and meet some of their old customers.

There were no Eldens (that I know of) in the first SCCA National FF race held at Willow in '69 but a few PRH6s arrived on the scene shortly thereafter. There are two Eldens entered in the Festival: I hope to debut my new/old Falconer-bodied Mk 10A, recently purchased from the Hampsheirs, that weekend and will have my Mk 8 out there for sure.

Which brings me back full circle to the Elden Register, U.S.A., and this first newsletter: Inside is a sampling of your

letters in response to those blurbs announcing the new Elden marque register in *SportsCar* and *California Sports Car* (great to hear from some other Elden enthusiasts and owners!); transcripts of a few letters received from the Hampsheirs over the years; reprints of a 1973 *Autosport* feature story on Elden written by Mike Kettlewell and of the original Mk 8 sales brochure; a list of Elden/Design Formula type numbers, just to catch you up to date; and, finally, some information on the new Elden Racing Cars.

In issues to come, there will be more history and lots more technical information including set-up and maintenance tips, parts lists, component suppliers and price info. The Hampsheirs have been extremely helpful and cooperative, and seem to be as excited as I am about Elden's return.

See you at the races.

# letters

**From Thomas M. Betz, Evansville, Ind.:** As an Elden formula car owner, I am interested in communicating with other Elden car owners and finding out any information about other Elden cars, the company and their history.

I presently own a Mk 10C FF, built in 1973. It is still in legal F trim but I am currently using the car in Solo I and Solo II competition.

I am looking forward to any correspondence concerning Elden cars.

**From Pete Cage, Ellicott City, Md.:** Finally! Someone is creating a users' group for the Elden! If only this had happened a few years ago. . .

I've recently graduated to a Crossie 32F but I still have my Elden. Although I'm trying to sell it, I'd still be happy to exchange info with current owners and would like to leave the new owner in good hands. Here's what I've got:

A Mk 10B, serial number FF AM73. I bought it with "B" bodywork and autocrossed it successfully for two years. After taking my SCCA Drivers School in the car in the fall of 1985, we stripped it to the bare frame, Oli-blasted and inspected all pieces and replaced every bearing, rod end and moving part in the car. Then I bought Falconer bodywork from Jeff O'Brien who had converted his Elden to a sports racer. Since the Falconer nose was trashed, I converted a section of the old nose to allow a Crossie nose and radiator to be used since noses are consumables. This had the added benefit of the extra large Crossie radiator which is big enough to get the job done in August.

We solved some of the short wheelbase instability by adding bump-toe-in to the rear suspension. About 0.030" per inch of bump works well. Of course we back that off to zero for autocross.

**From Everett Finney, Boca Raton, Fla.:** I recently saw your ad in *SportsCar* magazine. In response, I am providing the following information concerning the car I own:

Model - PH 10

Body - Falconer (also have original body panels)

Engine - Lotus Twin Cam (also have Lotus Holbay pushrod)

Used for - Solo I and Solo II (run as a Formula Atlantic)

I would be interested in any periodical or publication that you may be generating that could result in information exchange. I currently would like to find some specifications or guidelines for suspension alignment.

Please add my name and address to your mailing list.

**From W.A. (Bill) Lawrence, Fort Wayne, Ind.:** This is in reply to your ad in *SportsCar* regarding owners of Elden formula cars.

I own a 1973 Mark 10 identified on the rollbar as 007 249 and on the RR shock mount as AM 73 50. The car has a front-mounted single radiator.

I am apparently the fourth owner of the car and use it exclusively as a B Modified Solo II ride in local events. I will continue to campaign the car until I'm too old to enjoy the sport. I'm now 53.

Please keep me informed of the results of your register as more owners respond to your appeal. I need two engine-mounting bushings (that mount at the "X" on the frame). I have a complete parts listing for the Mark 8 and 10 (A,B, and C) dated 1976.

**From William A. Nelson, Ringoes, N.J.:** I am sorry it has taken so long to respond to you with the enclosed questionnaire regarding my Mk 8. Based upon your sketch of the location of the chassis number, I attempted to find same with no luck. I assume the rear bulkhead indicated is the rearmost structural member of the car and I could find no markings at all on mine.

At any rate, I have included what history I know of the car from its SCCA logbook. The car has not been run since 1979 (shame, shame, no fun that way!). After that season I stripped the car down to bare chassis to repair a weld which was failing and in the process discovered a couple of slightly twisted frame segments that had been covered by bodywork.

The frame has now been jig-straightened, with one new tube segment installed beautifully by Raceweld of Lebanon, N.J. And I have been trying to find the time to put it all back together since June of 1980 (it's a long story). I am now based in Puerto Rico and have converted to racing go karts.

**From Gary R. O'Brien, Simonton, Tex.:** I was one of the original dealers for the Elden formula cars. I previously owned two Elden Formula Fords of which I have bought back one and am in the process of restoring.

I have a good knowledge of the Eldens and would be happy to share this with anyone who would have interest. I also raced an Elden Formula Ford and have the race set-ups recorded.

**From Paul Crouch, Danville, Va.:** I recently purchased an Elden PH 8 Formula Ford. The car has an excellent Solo I, II and Club Ford racing history. I plan to use the car for Solo I and II in the Southeast Division.

I am interested in being a part of your register to expand my resources for obtaining parts and information about my "new" car. Please send information.

**From David Turner, Martinez, Ga.:** (My Mk 10A was) originally raced by John C. Hancock in Texas. In a recent conversation, I found out that the car earned numerous pole positions and had won a number of Regional and National races. It also held a few track records. In 1982, the car was sold to Jim Sanders who brought it to Atlanta but never raced it. I bought the car in Sept. '86 and am now finishing up the restoration.

I am in urgent need of chassis set-up information, length of suspension arms, etc. Also, alignment--castor and camber specs. front and rear.

# from the hampsheirs

To journalist Steve Nickless from Brian Hampsheir,  
15 February 1977:

Dear Mr. Nickless,

I thank you for your letter of the 7th February regarding Elden Racing Cars and hope you will find the following of use.

The design of the cars is by Peter Hampsheir. I personally started the company and managed Elden in all respects from 1971 to 1974. We sold a total of 112 Formula Fords and eight Formula Atlantics in the U.S.A.

In these years we produced cars to the following Mk numbers: Mk 8 (Formula Ford); Mk 10 (FF with front rad., increased chassis stiffness); Mk 10A (FF with Falconer body); Mk 10B (FF with side radiators behind suspension); Mk 10C (FF with side radiators under rollover bar); Mk 14 (Formula Super Vee); and Mk 15 (Formula Atlantic).

Until the oil crisis developed in 1973, Elden had three distributors in the U.S.A., each with their own dealer network. These distributors were Tom Pumpelly (NTW, Washington, D.C.), Bruce Kramer (Bruce Kramer Racing, Chicago) and Dick Cooney (Pacific Formula, L.A.).

Over the years, Elden obtained a number of U.S.A. successes including wins at Daytona and Road Atlanta. Among the drivers achieving these can be listed Tom Pumpelly, Fred Phillips, Alan Holly and Gary Hackbarth.

After the oil crisis in '73, I sold the company to Frank Bradley (a well-known British 2000 driver). At the end of '76, I was asked to resume control of the company.

I have now relocated the company at Brands Hatch Circuit, Sevenoaks, Kent, and at the moment am completely reorganizing the operation under the title Elden Racing Cars with Ashley Ward in charge of day-to-day management.

At the present time, we are building new-model Formula Fords and FF2000/FCs. As soon as we have photographs of these cars we will forward them to you.

During 1977 we plan on making a concentrated drive into the U.S.A. market in order to re-establish our former position. To this end we have appointed Mike Gue of Soho Garage (Wiltshire), Ltd., Studley, Calne, Wiltshire as our overseas sales representative who will be appointing two or three distributors in the U.S.A.

I hope this is sufficient information for your immediate purpose and we will keep you in touch with all developments.

Yours sincerely,

Brian E. Hampsheir

To Paul Pfanner from Peter Hampsheir, 24 May 1988:

Dear Paul,

I was very please to receive your letter today and to know that a U.S. register is being formed. I have designed all the Elden and Saracen cars with the exception of the Mk 24 and it has been purely from an interest point of view that I started the register to see how many cars are still around.

So far I have about 12 cars on my register including Tony Brise's original, all-conquering Mk 8 which I am restoring as new. I am also restoring a Falconer-bodied Mk 10. The body moulds for all cars are still available, from Mk 7 onwards.

I am a Project Manager in the mining and process industry and my job takes me away from motor racing for long periods of time, usually to central Africa. I am home to stay for a while and I have designed a new F/Ford, the PRH 27, which is presently under construction.

I enclose, as requested, a list of mark numbers together with an indication of those exported. Your Mk 8 AM72/20 looks to be in excellent condition, a pleasure to see. It has, however, a Mk 10 nose cone; the Mk 8 is shown on the enclosed Xerox.

I have all the drawings for Mk 6 onwards and all components can be remade. I am having odd wishbones and uprights made but it is impossible to price components without a production run. I enclose a parts list from 1974 which I intend to price up soon.

With regard to your specific inquiries, a new Mk 8 or Mk 10 frame will cost about 800 pounds and a set of Mk 8 bodywork (five pieces) 420 pounds. A Mk 10 body (seven pieces) will cost about 450 pounds and a Falconer body 500 pounds. There is very little difference between a Mk 8 and Mk 10 chassis; only detail improvements were made such as cockpit braces were plated, engine 'Y' frame made detachable. Most changes were in bodywork.

The design philosophy behind the car was to make it as small as possible with a minimal plan moment of inertia i.e. small "dumbbell" effect. The short wheelbase was to assist in this regard and to achieve a more even weight distribution for balanced cornering. The forward driving position took another 10 years to catch on in F1.

I enclose a picture of the Mk 16 F2/Atlantic car being driven at Brands in July 1974 by Gordon Smiley. The car was sold to our Chicago distributor Bruce Kramer. Is it still around?

Also enclosed a few of the original badges. I only have about 50 so they are a bit scarce.

If I can help any further, please contact me.

Yours sincerely,

Peter Hampsheir

P.S. If you want a copper mine, I enclose a paper on my latest project: I am now working on the Channel Tunnel.

# from hard times to success

*Mike Kettlewell traces the Elden story*

*Reprinted from Autosport, March 1, 1973 edition  
Courtesy Haymarket Publishing*

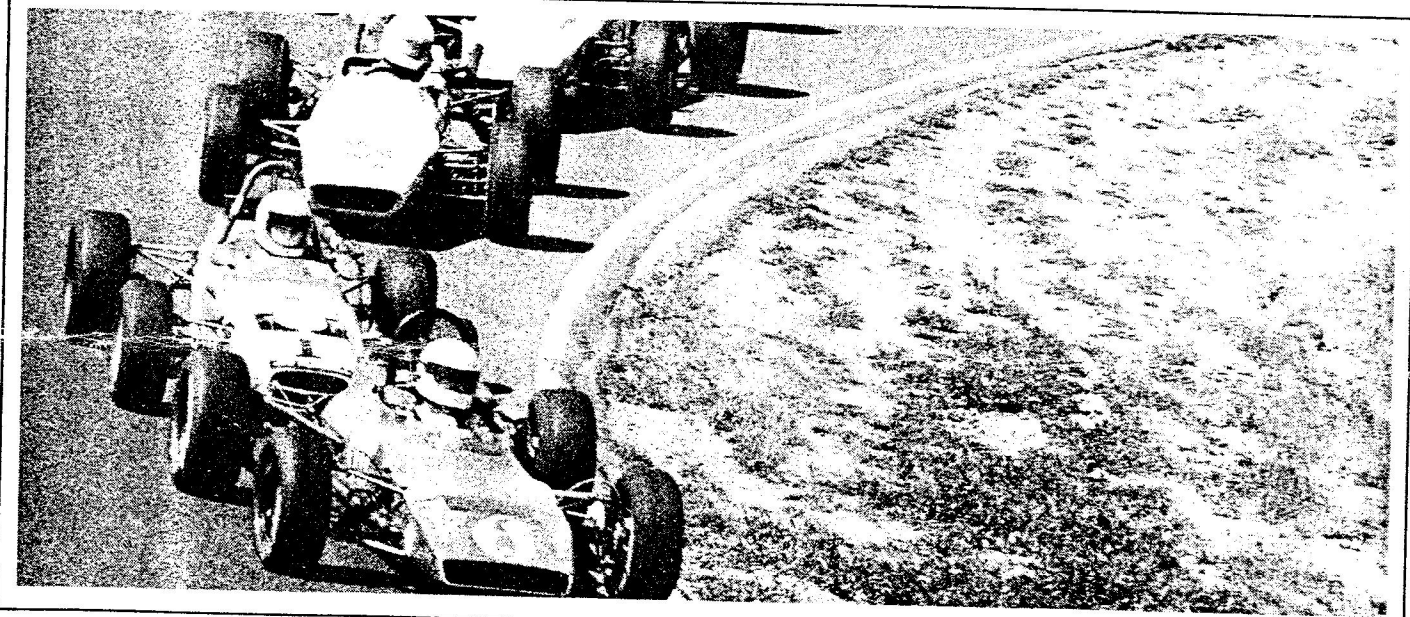
**B**rian and Peter Hampsheir are the men behind Elden racing cars. Thirty-three-year-old Brian is fully employed on the administration side at the almost refurbished 2,500-square-foot workshops at Wrotham Hill, Kent, but younger brother Peter (31), the designer, works only in his spare time as he is fully employed with the Anglo-American Mining Co. They have five full-time employees: three fabricators, a production manager and a storeman.

capital. Our years of failure taught us far more than our years of success."

Last year Elden built and sold 34 Formula Fords, the vast majority finding a home in the United States. Others went to Malaya Holland and Great Britain. This year the order book contains 40 cars, many of which have already been delivered. The total comprises 37 PH10 or PH10A Formula Fords, two PH12 Formula Bs and one PH12 Formula 3. No more orders for early delivery can be accepted for the time being as the Elden production line is booked up until early June, but the Hampsheirs expect the total production run for the year to reach the 100 mark.

"We have letters of intent for 125 cars from our distributors in the United States (where we also have four dealers), Canada, Germany and Austria. Negotiations are currently under way for a distributor to be appointed in Scandinavia, while it is possible Eldens may be built under license in Argentina to satisfy the hungry South American market," Brian disclosed. "Already we are finding the present premises cramped. We ought to have a bigger production line, so we may be looking for larger premises before the end of the year."

The Hampsheirs believe that the huge market for Formula Ford cars will continue for some time to come. Most of their customers are newcomers to racing and each year the formula seems to spread to new countries. However, they



*The great American Elden driver Alan Holly leads Johnny Kastner, Boyd Pierce and the pack at the '73 Riverside National.*

In May 1972, with orders for the Elden PH8 Formula Ford car literally overwhelming them, Brian and Peter took the plunge and moved their "factory" from New Ash Green to Wrotham Hill. Previously all parts necessary for Elden racing cars were collected in a workshop and sent to one of two or three outside people who assembled them in lock-up garages for a fixed fee. Brian explained, "No one up until then had used this type of labour. We effectively used out-workers as in the clothing industry. It kept overhead down, too, which was essential. We had no wish to repeat the bitter experience of trying to expand production without sufficient

see Formula Ford as merely a bread-and-butter market and their aim is to extend into the Formula 3/B/Atlantic field in a big way in the near future.

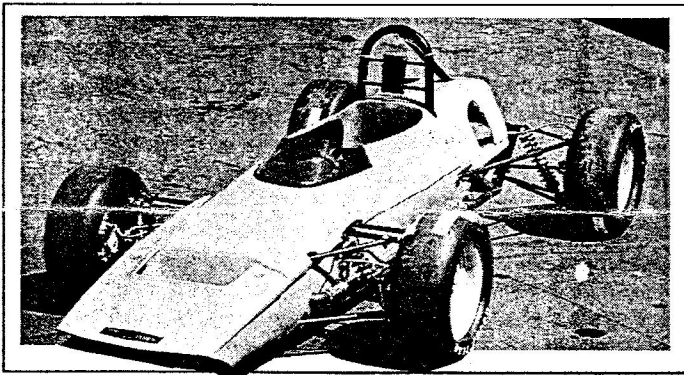
Despite expansion plans, the brothers continue to tread carefully. One of Peter's favourite sayings is, "Our main business is survival." Another is, "Cars for cash," meaning that Elden does not entertain cut-price deals or lending chassis for a season. At 1,350 pounds, the Elden PH10 is not the cheapest Formula Ford car, but the Hampsheirs explain that theirs is a realistic price. Brian continued, "The price reflects the true cost of building the car, and so do our spares.

## hard times to success

*Continued from page five*

By and large these are cheaper than our rivals, so taken all round the Elden is a good buy. Another car might appear attractive at 20 pounds less, but this—and more—can be lost in the purchase of spares."

This year the Formula Ford car will be sold in great numbers. The PH10, first raced towards the end of 1972, is



*John Benton's Mk 8 was one of the first to land in the U.S.A.*

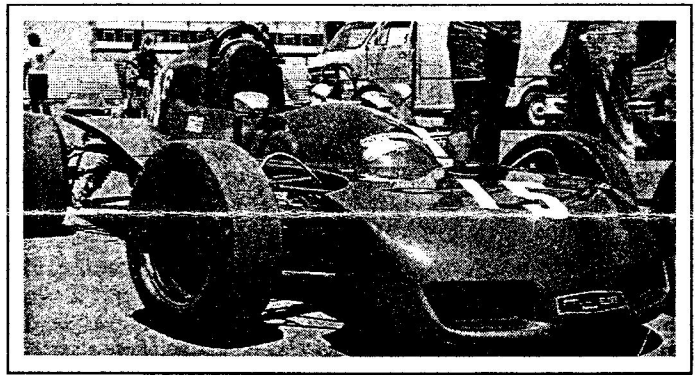
a logical development of the very successful PH8, incorporating approximately 50 detail improvements. The anti-dive in the front suspension has been reduced to give a more progressive feeling under braking and the anti-squat reduced at the rear to improve traction out of fast corners. The bodywork, designed by Bob Curl, has been improved for better penetration with better ducting for cooling and the rear-end has been fully enclosed. Attention has also been made to driver comfort and serviceability. (The Falconer body used by Johnny Gerber last year can also be specified. This is the Elden PH10A.)

Two works Elden PH10s, once again with sponsorship from Catnic Steel Lintels, are to be raced. Drivers are Americans Ted Wentz and Denny Shattock. Wentz impressed in the United States last year, while Shattock drove an old Titan to some good placings in British Formula Ford events. Under the Elden International Racing banner, Pato Gutierrez-Nunez will race a PH10A with Argentinian YPF sponsorship.

Twenty-five-year-old Mike Catlow, Elden's production manager, is to race the Holbay-engined Elden PH12 Formula 3 car. If a sponsor can be found, a well-known name would be run in a second car. The prototype Formula 3 Elden, the PH9, appeared twice last year. It didn't set the Formula 3 world on fire, but, at both Brands Hatch and Snetterton, Catlow ran midfield and each time qualified for the final. The car has been tested by Tony Trimmer who proclaimed it was "at the least as good as any other Formula 3 car." Russell Wood and Val Musetti have also driven it.

Lurking in the corner of the smaller first-floor workshop, where the production line of single-seaters is also housed (downstairs is reserved for the team machinery) is a new sports car project, the PH11. Elden bought back the ex-Formula F100 PH7 project from Clarke Sturdgess and have transformed this into a semi-monocoque Group 5/7 car.

Historically, Elden has a chequered background. Brian Hampsheir describes himself as "motor racing's original nutter," as since leaving school in 1957, he has always been involved in the sport in some way. Peter, 18 months Brian's junior, was—and still is—more cautious by nature. He went to university and gained a degree in engineering—he is a BSc CEng MIMechE. At 16 Peter designed his first car, a sports-racing machine. The brothers used to carry the chassis up and down the road to local welders, but the Mk 1 was never finished.



*Mechanic Don Smith's Falconer-bodied Mk 10A at Riverside.*

Brian Hampsheir was introduced to motor sport via a girl friend. She went out with someone else who pretended to be a racing driver; he kept press-cuttings of someone with the same name! This led to the pair of them going to Brands Hatch with a standard Austin A35 and Brian proved the quicker by some way. So, in the late 1950s and early 1960s, Brian became a racing driver, financed largely by his father.

"My racing career was marked with mediocrity. I always ended up buying last year's cars and was never remotely competitive. For instance, in 1963 I bought David Eva's 1962 Fred W. Dixon championship-winning MGA twin cam and was beaten by Lotus Elites and Elans."

He started with a Sprite and also raced an MGA, the twin cam, a Lotus 7, a Jaguar 2.4 and even the ex-Mike Spence Formula Junior Emeryson which blew its engine in its first and only race. During his racing career brother Peter usually prepared the car—"although not the engine of the Emeryson."

Brian's last race was with the twin-cam at Goodwood in 1963. Gordon Spice's Morgan Plus 4 spun in front of him at Fordwater and Hampsheir collided with it. Shortly afterwards he had a road accident and doctors refused to give him a medical certificate to resume racing. However, he had 1,000 pounds compensation and was determined to stay in the sport. Entering a car for someone else to drive was too expensive and it transpired that he and Peter decided to build a Formula 4 car. They had seen a Johnny Walker JW4 on test at Brands Hatch and reckoned they could build something better.

The Formula 4 Briham PH2 took nine months to build. It was of advanced design, with a glassfibre and Mallite monocoque. Peter Orr, who was at that time manager of Piper Cars & Engines at Hayes, Kent, drove the car in 1967. The Briham was very quick, but the Hampsheirs could not afford the Triumph Bonneville engine and made do with the

110 unit which was notoriously unreliable. Brian recalled, "During the season we only finished about two races, although the car was always fast while it lasted. The other times it blew up. I bought eight or nine barrels that year."

During 1968, five replica Briham PH2s were built and sold to the United States. The PH3, a spaceframe Formula 4 design, was completed but never raced for financial reasons and the PH4, an Imp engined Formula 4 based on the PH2, was shelved halfway through construction. The PH5, a Mallite-chassis Group 6 sports car, never progressed further than Peter's drawing board.

In 1969 the Hampsheirs received backing from John Thompson, the head of a South London motor accessory company, and built their first Formula Ford car, the Elden PH6. The name "Elden" was chosen as Thompson wanted the brothers' venture to have a new image. The prototype was, in fact, the PH3 Formula 4 spaceframe suitably adapted. First time out at Lydden Hill, rally driver Peter Hilliard at the wheel, it finished third behind winner Geddes Yeates' Merlyn Mk 11A and Richard Cardew's Titan Mk 4. It was, however, a hard-won third: Hilliard was forced to start from the back of the grid after practising out of session. John Brick bought the car and has raced it ever since, gradually updating it so that by now it's almost a Mk 10. Six production PH6s were built and sold to the United States.

At the end of 1969 the Hampsheirs decided to branch out into the newly announced Formula F100 and introduced the PH7. Three chassis and sets of suspension were built but John Thompson died and the association with his firm lapsed. The F100 project was sold to Clarke Sturdgess and the cars, named after Sturdgess, proved reasonably competitive in the hands of Chris Lee and Mark Cole.

Brian Hampsheir continues the story: "In 1970 we decided either to get out of motor racing or do the job properly. We chose the latter course and built a new car, broadly modeled on the PH6. Basically, it was simplified using bigger and less tubing, but was still refined for a Formula Ford, and the front suspension was put outboard—the PH6 had inboard dampers and rocker arms. The short, 84-inch, wheelbase and forward driving position were retained as we knew this was the right way to go."

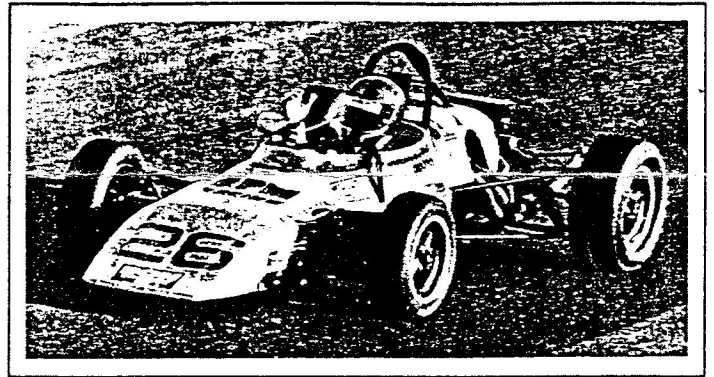
In August Brian was introduced by his bank manager to John Brise, former 500cc Formula 3 driver, stock car world champion, karting exponent and Formula 4 driver. The original idea was that Brise should put some money into the company, but the eventual outcome was that John's 18-year-old son Tony bought the first of the PH8s.

First outing was at the January 1971 Racing Car Show Trophy meeting at Brands Hatch where former karting king Brise scored an excellent third place. A win at a Spring meeting heralded a string of 33 race wins with the Elden. Brise changed to a Merlyn at the end of the year, but his 17-year-old brother Tim (another karting ace) inherited the Elden and continued its winning form.

His Formula Ford rivals maintained a close watch on Tony Brise. They knew he was good, but was this the only reason for the Elden PH8's success? At the end of the year, former Merlyn man Colin Crang and former Palliser pilot Mike Catlow each bought Elden chassis and immediately became front-runners. Now everyone knew: The Elden PH8 was an exceptionally good Formula Ford design. Drivers

were unanimous in their praise for its excellent handling qualities.

This was the turning point for the one-time shoestring concern. The orders began to come in so quickly that, as mentioned at the start of this feature, in early 1972 the Hampsheirs had to set up proper production-line facilities for their cars instead of giving kits of parts to outside labour to be built up. Although Eldens didn't win as many races last year as they did in 1971, they did manage to win the major ones which kept them in the forefront of Formula Ford. Mike



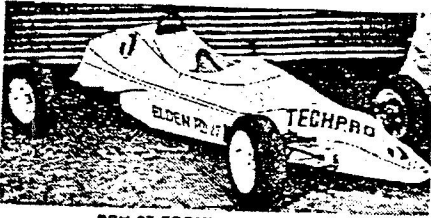
*The 10C was the last Elden FF officially exported to the U.S.*

Catlow's Catnic Steel Lintels PH8 won at the prestigious Race of Champions meeting; Johnny Gerber's Formula Ford World Cup victory with the Ippokamos PH10A was especially impressive; and Tom Pumpelly, the U.S. distributor, won the very important Daytona race with Danny Sullivan's car finishing fourth. Numerous successes were scored in Formula Ford championship qualifiers throughout the world. The three-car team of Catnic Steel Lintels works cars—"works" in as much as the drivers owned the cars but were given part of the sponsorship money—comprised Mike Catlow, Chris Smith and Danny Sullivan (and also Tim Brise at one time). The sponsorship deal developed after a representative of the Welsh steel lintels firm enquired at the Elden stand at the 1971 Showboat how much it would cost to put the firm's stickers on the side of a car. They were obviously impressed as they are continuing for 1973.

It seems natural that Elden should develop into a larger concern offering a variety of cars. The Hampsheirs feel that the promise has been there for some but that luck was often against them in the dark, early days. Certainly Brian Hampsheir appears to have the drive and resourcefulness to plant the name well in the public eye. Peter Hampsheir may be a part-time engineer, but he has shown much original thinking. The brothers were flattered to read in last week's Autosport that the new Formula 1 McLaren M23 has a forward driving position and a short steering rack; so has the Elden! They would like to think this is a confirmation of their way of thinking.

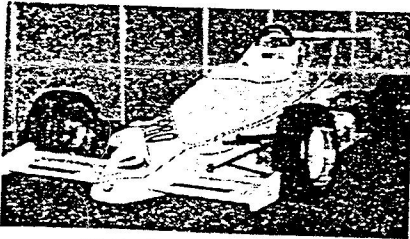
Brian Hampsheir concluded the interview with thoughts on the future, way over the immediate horizon: "You know," he said, "racing manufacturers tend to develop more slowly than star racing drivers. I have felt from the start that Tony Brise is a potential World Champion and it would be nice one day, possibly in the late 1970s, for him to be associated with us once more to drive the Formula 1 Elden..."

**ELDEN RACING CARS ARE PLEASED TO ANNOUNCE THEIR NEW CARS FOR THE 1989 SEASON**



**PRH 27 FORMULA FORD 1600**

A completely new design, incorporating all-round rising-rate suspension, operating horizontal coil-spring damper units through bellcrank arrangement.



**PRH 28 FORMULA RENAULT**

The new cars, also incorporating rising-rate suspension and magnified damper stroke through bellcranks, permitting very effective ride height and suspension control with small changes in ground clearance.

ELDEN is presently seeking distributors throughout the U.S.A. and Canada for the 1989 season and beyond. For further details please contact:

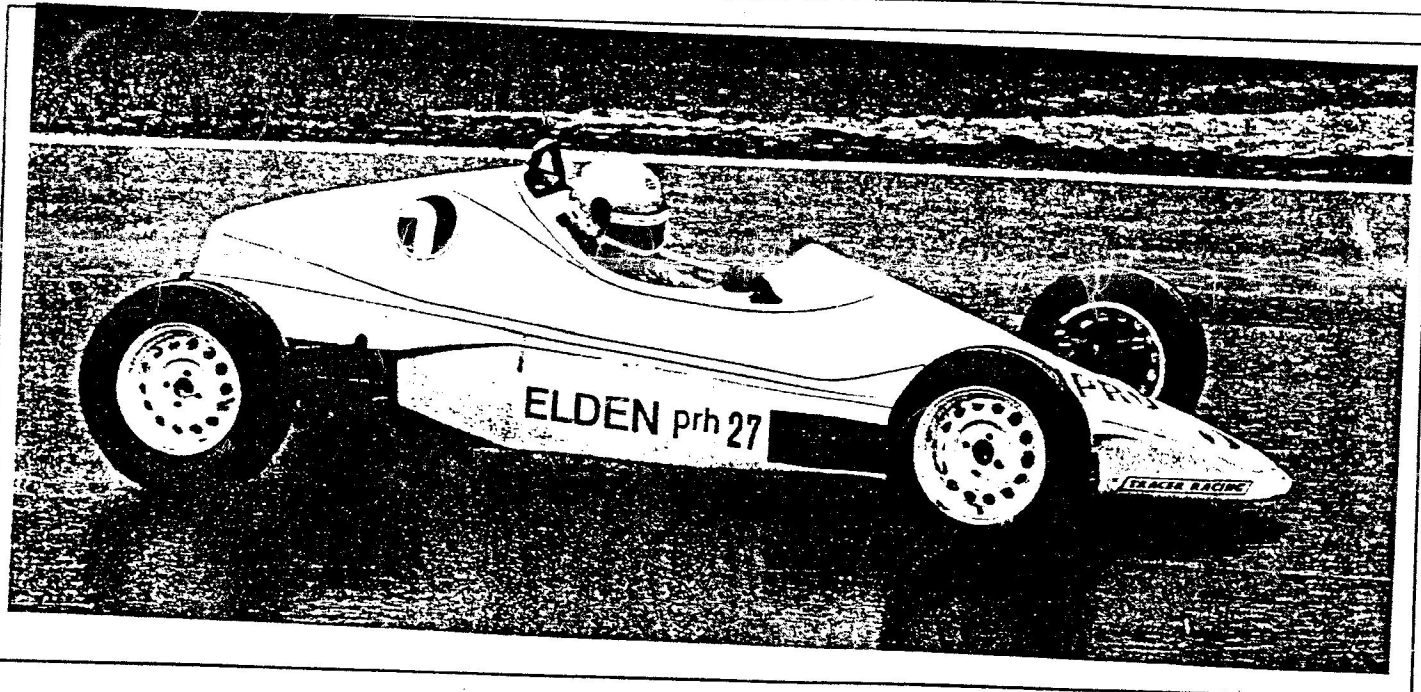
**ELDEN RACING CARS**

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**elden (design formula) type numbers**

| Type  | Year(s)  | Model               | Built | Comments           |
|-------|----------|---------------------|-------|--------------------|
| PRH1  | 1961     | 1600 Sports         | 1     |                    |
| PRH2  | 1966     | Briham 250cc F4     | 1     |                    |
| PRH3  | 1967     | 1600cc FF           | -     |                    |
| PRH4  | 1967     | Briham 650cc F4     | 6     | 4 to USA           |
| PRH5  | 1968     | Briham 850cc F4     | 1     |                    |
| PRH6  | 1968-'69 | Elden FF            | 4     | 3 to USA           |
| PRH7  | 1969-'70 | Sturdgess F100      | 3     |                    |
| PRH8  | 1970-'72 | Elden FF            | 48    | 31 to USA          |
| PRH9  | 1972     | Elden F3            | 1     | Rebodied to PRH 12 |
| PRH10 | 1972-'74 | Elden FF            | 121   | 92 to USA          |
| PRH11 | 1974     | Elden Sports Racer  | 1     | Semi-monocoque     |
| PRH12 | 1973     | Elden F3            | 3     | 2 to USA           |
| PRH14 | 1973-'74 | Elden Super Vee     | 8     | 4 to USA           |
| PRH15 | 1974     | Elden F3            | 3     | 1 to USA           |
| PRH16 | 1974     | Elden F2/Atlantic   | 1     | 1 to USA           |
| PRH17 | 1975-'77 | Elden FF            | 6     |                    |
| PRH18 | 1976-'77 | Elden FF2000        | 10    |                    |
| PRH19 | 1977     | Saracen F2/Atlantic | -     |                    |
| PRH20 | 1977-'79 | Saracen FF          | 8     | 2 to USA           |
| PRH21 | 1978     | Saracen FF2000      | 2     |                    |
| PRH22 | 1979     | Saracen FC          | 1     | 1 to USA           |
| BEH23 | 1980     | Saracen Sports 2000 | 4     |                    |
| Mk 24 | 1980     | Elden FF2000        | 6     |                    |
| PRH25 | 1982     | Elden Sports 2000   | -     | Monocoque          |
| PRH26 | 1982     | Elden FF            | -     |                    |
| PRH27 | 1988-'89 | Elden FF            | TBA   | now in production  |
| PRH28 | 1988-'89 | Elden FF2000        | TBA   | now in production  |
| PRH29 | 1989     | Elden FRenault      | TBA   | now in production  |



The newsletter of the Elden Register, U.S.A., is published on a somewhat regular schedule for American Elden owners and others interested in the marque. There is no charge at present. The editors (who include Paul Pfanner and Steve Nickless) have endeavored to make sure that all material contained herein is accurate but cannot be held liable or responsible for errors, typographical or otherwise. Motor racing is dangerous and so is the affliction to racing cars, particularly Formula Fords, which led you to buy an Elden in the first place. Be careful. Have fun. Drive fast.

The Elden Register, U.S.A., 13 Morning View, Irvine, CA 92715