

DECALS FOR 250 SERIES FERRARIS

By Parker Hall

(Editor's Note) In this installment of our regular parts feature we cover decals, the finishing touch for that four-year restoration. All decals covered in this feature can be obtained through Vintage Ferrari. Write to Vintage Ferrari, Pentagon Towers, P.O. Box 36033, Edina, MN 55435, for details.

Coincident with the explosion in vintage Ferrari prices in the last couple of years has been a revolution in the restoration business. To be a concours winner a car is now required to have correct details in addition to perfect paint, chrome, interior, wheels, and tires. Nowhere is the attention to detail and the opportunity for error more obvious than in the engine compartment. Knowing which items are correct and locating them can mean the difference between a concours winner and an "also-ran." Once the paint, plating, hoses, belts, nuts, bolts, and clamps are correct, the finishing touches are the engine compartment decals detailed below:

AIR CLEANER DECALS

The 250 series street cars having air cleaners were generally equipped with filters made by Fispa, a licensee of the Purolator company. The early inside plug engines had an aluminum tag with blue marking which was riveted to the air cleaner top. Some cars had two metal tags, one at each end, as shown on page 208 of Merritt's Manual and the Sports Car Illustrated test of a Europa coupe, January '58. Most had the tag on the rear end only, but occasionally the tag was turned to the front.

Around the time of the change to the outside plug engines, metal tags were replaced with decals. These were printed in yellow on clear stock and were applied on the front of the air filter top. When the change was made cannot be precisely determined; however, those air filter tops without rivet holes would be correct with decals. Page

30 and 31 of the Setright book and Pete Coltrin's photo on page 34 of the Lusso book show the decals in two slightly different formats. The current reproductions are identical to Bill Boardman's Lusso and Alan Boe's 250 GTE #3399.

COIL DECALS

Magnetti Marelli coils were used on the 250 series cars in at least three different configurations. The early cars had a coil stamped "6D5" painted gloss black with a black bracket. Centered on the front of the mounting bracket was an aluminum tag with blue anodized lettering with the Marelli logo and the words "Superpotente B7." The second series, around the time of the change to outside plugs, were painted red with a cadmium-plated bracket. These coils featured an oval sticker with black overlay on a grained foil stock. The third series, used on some of the Lussos and 275's, switched to a rectangular sticker with black script on foil.

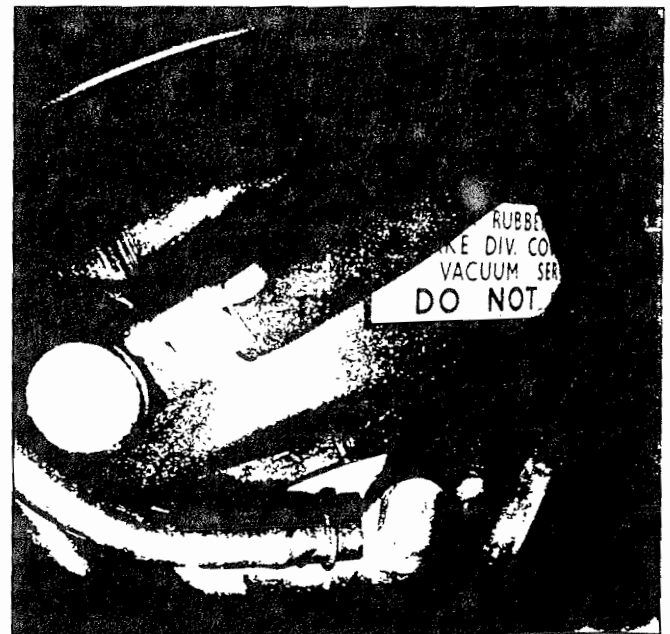
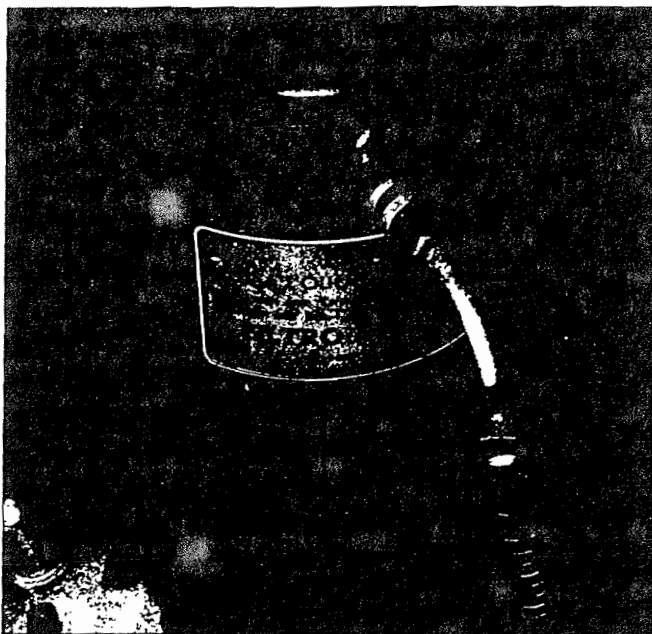
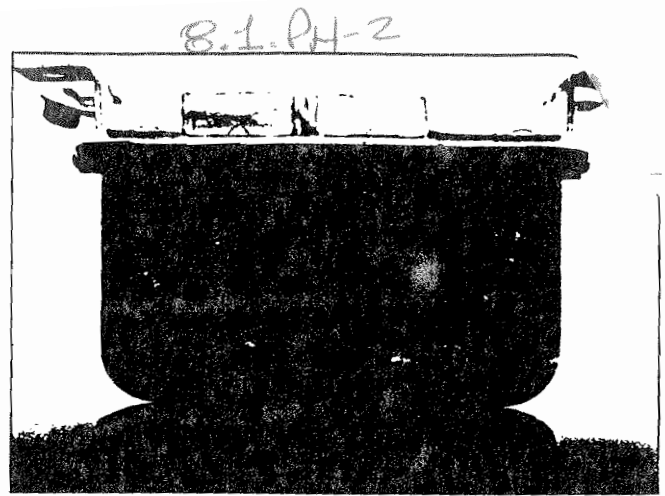
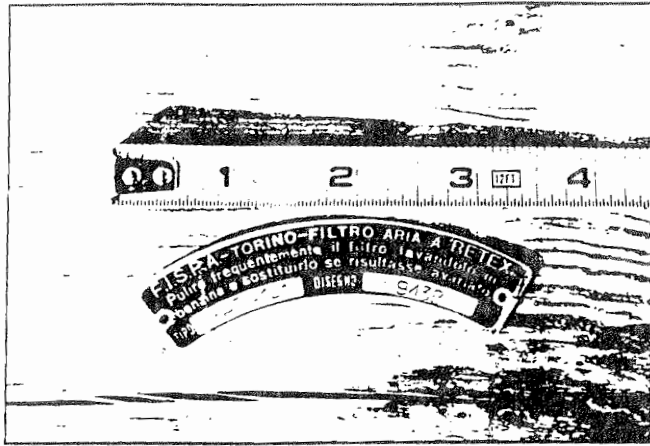
BRAKE BOOSTER STICKER

The 250 series cars with disc brakes, when designed for street use, were equipped with a vacuum brake booster built by Bonaldi under license from Bendix. These vacuum boosters had an oval "Servofreno" sticker in red and black overlay on chrome finish foil stock. The 275 series switched to a smaller rectangular sticker printed in green and white, then to black on yellow sticker with the change to the Dunlop/Girling boosters.

MARELLI REGULATOR STICKER

The Magnetti Marelli regulator used on the 250 series cars is identified as an "R-19" which had a yellow sticker with black overlay indicating the correct wiring configuration. The decal was placed on the same side as the lugs to which the wires attach, with the top of the letters toward the mounting holes.





FRAM OIL FILTER STICKER

The early cars, those with inside plug engines, had a fender-mounted canister-type oil filter. These were made by F. Carello under license from Fram. Placed toward the rear of the car between the oil inlet and the mounting strap was a rectangular decal printed in black and white on a gold background. Page 206 of Richard Merritt's book of manual reprints shows a drawing of a decal on the top of the fender-mounted filter; however, I have never seen one of these, nor have I seen a photo of one. This could be simply a variation between what the artist drew and what was actually used.

BATTERIES

The cars had at least three different brands of batteries, with a couple of different specifications and a variety of labels. The batteries were said to be of poor quality and few have survived. The current crop of concours champions all have reproduction "tar top" batteries with the correct post layout, exposed-cell connector links, and usually a Baroclem or Marelli sticker. Both of these have been reproduced. The correct battery for a particular car can be determined by looking at the center of the fourth page of the factory build sheets. I have never seen an original battery or a good color photo of the original decal. The Road and Track road tests show a multicolored "Baroclem M-11", but the photo is in black-and-white and is not very clear.

PAINT DECAL

Several of the GTE's had a paint sticker on the cross bracing of the trunk lid. The ones photographed are yellow, red, black, and white. Others have been reported to be yellow, green, black, and white. The 275 series used a similar tag made of silver foil.

KONI SHOCKS

The Dutch Koni shocks, adopted about the same time as disc brakes, had a winged shield logo which was gold, red, black, green, and silver on clear stock. These were used until 1974 when the triangular logo now in use was adopted.

BORRANI WIRE WHEELS

Borrani wire wheels were used on almost all the 250 series cars, in several different widths and styles. All were originally equipped with the Borrani hand logo on a red, gold, white, and black sticker on the shoulder portion of the hub.

All of the decals described here have been uncovered in new stock form or reproduced by club members and most are available, but on a somewhat sporadic basis. The references listed below are the best information that I have found on the subject of decals:

1. 250 GTE engine photo, pp. 30-1, "Ferrari" *Ballentine's Illustrated History of the Car* by Leonard Setright
2. 250 GTE road test, *Road and Track*, August 1962
3. 250 GTPF Coupe road test, *Road and Track*, June 1960
4. 250 GTL engine photo by Pete Coltrin, p. 34 Kurt Miska's Lusso book
5. 250 GTE engine pictures in Richard Merritt's manual reprint book
6. 250 GT Europa test, *Sports Cars Illustrated* reprint p. 16, Brooklands Books "Ferrari Cars 1957-1962"

This information, necessarily preliminary, has been presented in the hopes of improving the accuracy of current and future restorations and as a catalyst to elicit additional information from those persons knowledgeable about the early cars. If anyone has any original decals or accurate photos, or needs more information for a restoration project, please contact me via Vintage Ferrari. Thanks to all of those Ferraristi who have been so helpful in the past and best wishes to all of those now involved in restoration projects



These decals have been produced from photographs, measurements and xerox copies of original components from more than 100 cars over a 10 year period. They are correct for all outside plug 250 series cars and for some of the earlier series. They have been made with utmost attention to layout, size, color and detail and are as close to original as possible. Modern, stronger more durable stock and adhesives have been used where possible.

I. Correct Locations & Finishes:

- A. Fispa Air Filter Decal: Yellow on clear stock. The air filter top and bottom are painted satin finish black. The decal is centered on the front edge, equidistant from the outer radius and the outer radius of the wingnut depression.
- B. Bendix Servofreno Sticker: Red and black on chrome stock. The can is cadmium plated. The sticker is placed between the top vacuum tube and the hook (towards the center of the car) equidistant from the front and rear of the can. The decal is read from the front of the car.
- C. Coil Stickers: Black on grained chrome stock. The original coils were painted red. New replacements with an anodized finish should be painted. The stickers are centered on the front side with the bottom of the sticker 1/4" from the bottom of the coil.
- D. Voltage Regulator Stickers: Black on yellow stock. The voltage regulator case is painted gloss black. The sticker goes on the long side opposite the wire mounting lugs. The sticker is applied so that the top of the lettering faces the mounting surface of the regulator.
- E. Baroclem Battery Sticker: Yellow on black stock. These are simply placed in the molded depression on the battery facing the engine/ The type of battery originally supplied can be found on the last page of the assembly sheets. (see page 81 of the Lusso book).
- F. Fram Oil Filter Sticker: Decal is gold, white, black on clear mylar. Oil filter bod is fram orange, top is satin finish black. The sticker is centered below the inlet fitting, above the mounting bracket facing the rear of the car. (see R&T test of P.F. Coupe, June 1960)

- G. 250 GIL Paint Sticker: This small rectangular yellow-red-black sticker was used on the trunk lid of the 250 GTEs. With the lid raised the sticker is applied to the intersection of the vertical and lower horizontal bracing on the inner panel of the lid. It is centered on this intersection such that it can be read from the rear end of the car when the lid is raised. 8.1.PH-5
- H. Koni Shock Absorber Decal: The 5 color winged shield decal was used until the introduction of the triangular-shaped decal which is still used. The decals were placed so that the top of the crown is located 3" below the top rim of the top "can." Normally the decals were designed to face toward the outside of the car; however, on Lussos the decals on the front shocks often faced toward the center of the car.
- I. Borrani Wheel Decals: The Borrani hand decals were used on all of the cars equipped with wire wheels. There were placed on the hubs, at the shoulder, with the fingers pointed away from the axle, toward the tire.

II. Application Procedure:

- A. Painted surfaces should be stripped, primed, and repainted, then allowed to dry for one week. Non-painted surfaces should be cleaned with enamel reducer.
- B. Non-water soluble adhesive is used for additional durability; however, a soap/water solution will aid in the precise location of the decals.*
- C. Wet the surface area, apply 2-3 drops of liquid dishwashing soap. Smear the solution around to cover the decal area.
- D. Peel off the backing paper. Apply the decal and move it to the exact location.
- E. Flood the decal with warm water to remove the soap, then squeeze out the air and water from the center out.

*Regulator stickers and battery stickers should be applied dry.

I hope that you will like the decals and thank you for supporting my efforts. These reproductions have been possible only through the unselfish contribution and courtesy of several owners of the older cars. If there are additional decals that you need, or that you have and would share with others, please call or write.

Thanks again,

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