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CONCOURS at SERRANO

OCTOBER 7, 2012



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For over 90 years, the foundation of The Niello Company has been to not just look at what's on the road, but rather what's coming down the road. That philosophy has brought some of the world's most stunning vehicles to the market. Now and for years to come.





# The Niello Company.

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The Niello Company stands united with a single vision – to be Northern California's leading automobile dealer for the products we represent. In doing so, we remain committed to providing distinctive automobiles and exceptional service while treating our customers with unyielding integrity.

The Niello Company is the region's only privately held dealership group spanning 10 of the world's finest manufacturers. Each and every vehicle we offer is made with an impeccable attention to detail focused on bringing the best product to the market.





# The Niello Company.

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The Niello Company is focused on bringing an automotive experience to its customers unlike any other in this market. From new product launches to Lake Tahoe driving events to charity sponsorships, we continuously look for new ways to enhance our customer's relationship, not just with the vehicle they drive, but the company they made their purchase from.

Each event is unique to the next, never duplicated and always centered on an impeccable automobile and the people who love it. The Niello Company cordially invites you to experience the difference for yourself. Stop by any Niello dealership today. We'd love to meet you.





The Niello Company.



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Today at the ninth annual Niello Concours at Serrano we will celebrate the art of the automobile; with special homage to the marque of Pierce-Arrow as well as celebrate the life and cars of Carroll Shelby. The diversity of these two brands, along with the other marques entered, should make for an interesting array of motorcars on the green.

We are very pleased to be able to support the life changing work of Big Brothers Big Sisters El Dorado County with this concours today. Please stop by their booth and purchase tickets for an opportunity drawing of a 1965 Shelby Cobra CSX 6095, with all proceeds from transactions at the concours going directly to this charity.

There are no words that can describe the gratitude for the sponsorship of this event by The Niello Company. As they celebrate their 91<sup>st</sup> Anniversary it is our goal to preserve this company's high standards, which they have upheld since day one of the companies existence, with this Concours.

Of great importance to this event's success is the fabulous backdrop you see all around you called Serrano. Thank you to Bill Parker, and his Parker Development Company, for allowing us to hold this event in such a picture perfect place.

An event of this scope requires many hours, put in by many people, whom we cannot thank enough. We have formed lifelong friendships with our Board Members, and have invited lifelong friends to become a part of our Board. We are blessed to have our new daughter-in-law Kate, who in June officially become a member of the Moore family, join the Concours Advisory Board. She had already been such an important part of our concours family over the last few years working hard at Serrano, Presidio and Capitol concours events.

A warm thank you goes to a dynamic duo we are proud to call friends, who help us faithfully every year, Jon and Rosie Kracher. Always there for us. Always willing to help however they can, and making us smile as we work together. Thank you.

A special thank you goes out to the Solid Rock Faith Center who provide us with the many volunteers you will see at the concours

# WELCOME

FROM BRIAN & MICHELE MOORE

today as well as during the days before and after the event as we set up and take down; in turn we proudly support their Lord's Gym Outreach Sports Center. From the concours Project Manager, Tony DeArcos to Volunteer Coordinator, Dave Mueller; the volunteers from the SRFC are such a blessing to us.

During the Awards Ceremony today we will enjoy, once again, the announcing team of Doug Harvill and Jim Perell. Consummate professionals in their own right, they give of their time to learn all the details they can about each entrant and it really shows when the winners roll up to be interviewed.

Heartfelt gratitude is extended to Eddie Goff and Paul Rubin who not only work tirelessly on the days preceding the event, but spend the entire concours day with their ear to their walkie, listening to Michele asking for one thing after another to be handled. She knows it goes from her lips to their accomplishing hands!

To everyone who supports this event, from the spectators to our generous sponsors, volunteers, advertisers and vendors: really, we could not have done it without you! We especially want to thank the motorcar owners who take the time to prepare their works of art and bring them here to share with all of us.

Most importantly, we thank God for the strength He gives us and the miracles He performs for this event each and every year. Next year will commemorate the tenth year of the Niello Concours at Serrano. We look forward to having you come back and join us for the celebration.

Brian & Michele Moore  
Event Organizers



Save the Date



# NIELLO CONCOURS at SERRANO

THE TRADITION CONTINUES  
A GREAT CONCOURS  
A GREAT LOCATION

Join us in 2013 for our  
*Ten Year Anniversary*

SUNDAY,  
OCTOBER 6, 2013



# 2012

## NIELLO CONCOURS AT SERRANO

*Grand Marshal*  
**JOHN MCGINNESS**

Sheriff John McGinness spent over twenty-seven years with the Sacramento County Sheriff's Department and has served in every service area. He is a highly decorated veteran with a background in many high profile assignments.

John McGinness served for many years as a member of the elite Sheriff's Motorcycle Detail where he was a training officer and team leader. He also served as a CSI investigator, homicide detective and department spokesman. He was promoted through the ranks and ultimately commanded the Centralized Investigation Division until he was appointed Undersheriff in March of 2001. Mr. McGinness served as Undersheriff until elected Sheriff in 2006. Sharing his life is his wife Peggy. With their two children the couple lives in Folsom, California.

John McGinness holds a Bachelor of Arts Degree in Criminal Justice with a minor in Public Administration and a Master of Science Degree in Emergency Services Administration from the California State University, Long Beach, and is a graduate of the prestigious West Point Leadership Institute. He is an Adjunct Professor of Criminal Justice, Communications, Leadership and Professional Studies with the California State University at Sacramento.

John McGinness was appointed to the Peace Officers Standards & Training Commission by Governor Schwarzenegger in 2007. His popularity as Sheriff has transitioned John into the role of host of one of Sacramento's top rated news talk radio programs broadcast on 92.5 FM & AM 1530, KFBK. •

## THE CONCOURS FOUNDATION

Today during the Niello Concours at Serrano, The Concours Foundation comes together with other motor car enthusiasts to enjoy some of the finest automobiles ever seen.

As we continue to develop partnerships within our region, The Concours Foundation is excited to have partnered with Big Brothers/Big Sisters of El Dorado County, look for volunteers of this organization on the green today as they sell raffle tickets for the opportunity drawing of a 1965

Shelby Cobra CSX 6095.

As a result of the generous support of our Sponsors and the public who attend the Niello Concours at Serrano, The Concours Foundation has raised funds to support this most worthy organization.

If you would like to learn more about the Foundation and ways you can get involved please call 916.635.2445 or visit our website [www.TheConcoursFoundation.org](http://www.TheConcoursFoundation.org).

== [www.TheConcoursFoundation.org](http://www.TheConcoursFoundation.org) ==

# NIELLO CONCOURS at SERRANO

OCTOBER 2012

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Offered for sale are black & white racing photographs taken by racing photojournalist/driver Jesse Bravo during the 1960's when the likes of Phil Hill, Steve McQueen, Ken Miles and others enjoyed a day of racing on the West Coast tracks.



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# WELCOME FROM RICK NIELLO

It is my pleasure to welcome you to the Niello Concours at Serrano. As you stroll through the grounds today, you will see some of the most historic and celebrated automobiles in the world and be introduced to the newest luxury vehicles in the market. The Niello Company is proud to be the presenting sponsor of this incredible Northern California Concours for the ninth year in a row.

From the beginning, The Niello Company has affiliated itself with the world's most unique and innovative automobiles in the world. This year, we are elated to celebrate the Marque of Pierce-Arrow and 50 years of the Cobra honoring Carroll Shelby. On the green you will find one of five Pierce-Arrow concepts built, a 1935 Silver Arrow, of which only 3 exist in the world today. You can also expect to see a wonderful showcase honoring Carroll Shelby featuring the very historical King Cobra, stunning Cobras and impressive Shelby Mustangs. As you walk the grounds today you will see one hundred years of fine motorcars on display, from the 1912 Buick Model 43 to the latest from Maserati.

Now in our 91st year, it is important to look back and reflect on the heritage of our beginnings. Louis Niello, my Grandfather, started the company with the San Francisco Packard and Pierce-Arrow dealership and built on this foundation by looking for the most inventive automobiles in the industry. Years later, the company moved to Sacramento and has been here

ever since, opening state-of-the-art dealerships throughout the region.

The Niello Company has grown from generation to generation, and I am proud to say we now encompass ten franchises, with locations in Sacramento, Elk Grove, Rocklin and Concord. Since the beginning, we have found pride in providing distinctive automobile products and exceptional service for our customers. This year, four of The Niello Company dealerships have been named in the Top 100 Best Dealerships to work for in North America by Automotive News. Here at The Niello Company we feel a great place to work is an even better to place to shop. This national recognition has solidified The Niello Company's position in our marketplace and has reaffirmed our commitment to you, our customer.

Lastly, I would also like to thank Brian and Michele Moore of Premiere Concours Promotions for this wonderful event. We trust you will enjoy this beautiful day, the incredible setting, and the world-class motorcars on display.

Best regards,

*Rick Niello*  
President, The Niello Company



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# 2012

## NIELLO CONCOURS AT SERRANO

WELCOME FROM  
**BILL  
PARKER**

Once again this year, we are proud to host the Niello Concours at Serrano. Each year I am thrilled to walk onto the Village Green of Serrano to find so many people enjoying this amazing event. It is the only place locally where one can find the best motorcars from all over the world, all in one place, on one day. As you stroll, you find there is much more. From the cars to the music, fashion, food and wine; this event is put together better than any I attend throughout the year.

For me, it is such a joy to walk through the grounds and see a mixture of old and new. I can take a walk back through time. I can enjoy cars of the past, cars from my youth, and even cars from today that I would love to own.

Serrano has been hosting this event for nine years. Serrano has grown and so has the Concours. We have always held the development of Serrano to the very highest of standards. Those standards earned Serrano the honor of being named the best master-planned community in the United States. That is part of what made Serrano a good match for the Niello Concours, the absolute commitment to use only the highest of standards.

It is, and has been an honor to host the Niello Concours at Serrano. We are thankful that Michele and Brian Moore of Premier Concours Promotions have, year after year, decided to pair their vision with ours.

I hope everyone enjoys this wonderful event.

Very truly yours,

**Bill Parker**

President, Parker Development Company



NIELLO  
CONCOURS at SERRANO

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Just remember to keep your hands on the wheel.



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\*Ratings achieved using premium fuel. Performance figures are for comparison only, using prototype vehicles. Do not attempt. \*AutoSource, Inc., Middle Luxury Car Segment, V8 competitors. Actual mileage may vary. ©Lexus.

NIELLO  
CONCOURS at SERRANO

# AWARDS 2012

THE NIELLO CONCOURS AT SERRANO

BEST OF SHOW AWARD

GRAND MARSHAL AWARD

MOST OUTSTANDING PIERCE-ARROW AWARD

MOST OUTSTANDING SHELBY AWARD

HONORARY JUDGES AWARD

THE TOUR AWARD

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## PAUL BORGFWARDT

*Director – Northern California Classic Car Club of America*



Since early childhood, Paul Borgwardt has been enamored of all things powered by internal combustion, but none more so than vintage automobiles. At age twelve, he went to work after school and on weekends in his family's Walnut Creek filling station and repair garage. By age 23, he was assistant manager and had already started his own small automotive collection. Paul has since retired from the filling station, but continues to fulfill his lifelong passion as the Auto Museum Coordinator at the Academy of Art University Automobile Museum in San Francisco.

## MARTIN CAMSEY

*Vice President and Chief Financial Officer – The Niello Company*



Martin Camsey worked for Price Waterhouse for five years before joining The Niello Company in 1987. He is currently Vice President and Chief Financial Officer for this respected group of automobile dealerships. Martin has been involved as a volunteer or board member with charitable organizations including Junior Achievement, Sacramento Metropolitan Chamber of Commerce, The Salvation Army Adult Rehabilitation Center Advisory Council, Planned Parenthood, Sacramento Children's Museum, Sutter Hospital Foundation. Family Services Agency and the Stanford Home for Children. He graduated from Wantagh High School in New York and CSU Sacramento. Martin has loved cars since his stroller days, when his mother would tell him what each car was. Thanks Mom!

## LANCE COREN

*Multiple Certified Master International Automotive Appraiser*



Lance Coren is internationally known as "The Ferrari Appraiser". He is reported to be the ultimate Ferrari valuation and damage expert in the United States. He has the distinction of being the appraiser of record for both Ferrari North America and the Indianapolis Motor Speedway Museum.

Lance has appeared on multiple television documentaries, including shows on the History Channel, the Discovery Channel and Garage TV.

Articles on Lance and his work have appeared in numerous magazines and newspapers including the New York Times.

Mr. Coren has given legal testimony in over 200 cases as an automotive expert witness and also serves as an automotive dispute arbitrator. Additionally he has been a seminar presenter at numerous conventions and symposiums. He has been in the automotive appraisal business for over thirty-five years and holds a Master's degree in Business Administration along with numerous industry certifications. He has been inducted into the Automotive Appraisal Hall of Fame.

Mr. Coren is also an on-call automotive theft and vehicle identification number expert on exotic cars, for various government and law enforcement agencies including the California Highway Patrol and the United States Department of Justice.

In the 1980's, he was nicknamed "The Auto Appraiser to the Stars" by the International Society of Automotive Appraisers and the Shelby American Automobile Club because of his work for so many entertainment industry icons which include Elvis Presley, Steve McQueen and Arnold Schwarzenegger.

## WINNIE COMSTOCK-CARLSON

*President and Publisher – Comstock's Magazine*



As founder and publisher of the award winning *Comstock's* magazine, the 10-county Capital Region's premier monthly publication now beginning its 24th year, Winnie Comstock-Carlson answered a need by creating a magazine that identifies and analyzes critical issues and stories in California's Capital Region.

Always a hands-on executive, Winnie participates in all aspects of the publication process, while mindfully overseeing the company's financial picture and guiding and encouraging the magazine's staff. Her philosophy has always been a fiery blend of old-fashioned American idealism and sheer commitment to both life and business.

Through the years, Winnie has given her time freely to the community, organizing and assisting with successful services to charity initially through the Junior League of Sacramento and the Sacramento Children's Home Guild. She played an active role in the creation of the Casa Garden Restaurant, the popular restaurant that is a major fundraising arm of the

Sacramento Children's Home. Through the years, she has guided or served on the boards and event committees for many successful charities.

## ROBERT T. DEVLIN

*Automotive Historian*



Robert T. Devlin is an automotive historian with a particular passion for the Pebble Beach Concours d'Elegance. He first attended the event as a teenager back in 1952, just two years after it started, and he has been among its most faithful participants in the ensuing five decades. He has served as a panel judge or chief class judge at the event for 27 years.

He has written two books about Pebble Beach: *Pebble Beach, A Matter of Style* detailing the Concours' early history. *Pebble Beach Concours d'Elegance, The Art Of the Poster* highlighting the Concours' posters from the past. He has also written over 90 articles about automobiles for various magazines and other publications.

An ardent automobile enthusiast, Robert Devlin is a very active member of the Ferrari Club of America, having held several national positions with that organization and serving regularly.

## ED GILBERTSON

*Chief Judge Emeritus – Pebble Beach Concours d'Elegance*



Ed Gilbertson is a lifelong motorsports enthusiast who has owned many significant Italian and British sports cars, as well as American and British motorcycles. He has been actively involved in concours judging for 35 years and is a noted authority on judging procedure, proper preservation and correct restoration.

He is the Chief Judge Emeritus for the Pebble Beach Concours d'Elegance and is a member of the Pebble Beach selection committee. He is also Chief Judge Emeritus for both the Palm Beach Cavallino Classic and the Ferrari Club of America, and served as Chief Judge for the Legend of the Motorcycle International Concours. In addition, he has been the Honorary Chief Judge or Chief Honorary Judge for many other concours events across the country.

He has also been actively involved in several shows in Europe, including Chief Judge for the famed FF40 show held in Brussels, Belgium and

Honorary Chief Judge for the 60th Anniversary of Ferrari celebration in Maranello, Italy. He also judged at the Louis Vuitton shows in London and Paris and was recently a guest lecturer on a Silverseas cruise speaking about the joy of driving and preserving collector cars.

Ed is a graduate engineer with a financial masters degree. He is an independent investment management professional and the retired founder of a securities investment firm. He also served on active duty with the U.S. Air Force for six years and is a retired reserve officer.

He has been married to his wife Sherry for 41 years. When not judging or organizing events, they can often be found enjoying their cars and motorcycles along the Pacific coast highway and California backroads.

## BOB JACOBSEN

*Director of the Northern California Region – Pierce-Arrow Society*



Bob Jacobsen has owned and worked on Pierce-Arrows since 1971, and is a nationally known source of knowledge on the marque, especially the 1929-1938 Eights and Twelves. He has been Director of the Northern California Region of The Pierce-Arrow Society since 2004, and served five years as National Secretary for the Society. He has shown and received awards for his and client's Pierces at many shows including Pebble Beach.

In addition to Pierces, he enjoys an eclectic mix of other old cars – Jaguar, Ford, Buick, Mercedes, Porsche and Stutz. He enjoys participating in several car clubs.

Bob has been on concours planning committees for Palo Alto and Silverado Concours, and organized the Nob Hill "Century of Style" California Mille Kickoff car show for five years.

He has been a judge at Hillsborough, Ironstone, Marin-Sonoma, Palo Alto, Silverado, and Pebble Beach Concours, as well as at national Pierce-Arrow and Early Ford V-8 meets.

Bob is a retired design engineer from Hewlett-Packard Company and Agilent Technologies, Inc.

# HONORARY JUDGES

## TOM MATANO

Executive Director- Academy of Art University, San Francisco



Tom Matano has over thirty years of experience in the automotive design industry. He held design positions at GM Design in the United States, GM Holden's in Australia, and BMW in Germany. In 1983, he joined Mazda's American design team. From 1999 to 2002, Matano worked at Mazda Headquarters in Japan, as an Executive Designer in charge of the Chief Designers group. His accomplishments at Mazda include the MPV, MX 5, RX 7, and many other projects by the design teams he managed. Mr. Matano is committed to develop young talents, by using his diverse knowledge and experience serving currently as the Executive Director at the Academy of Art University in San Francisco where he has worked since 2002.

## KEVIN M. NAGLE

Chief Executive Officer - Envision Pharmaceutical Holdings, Inc



Kevin Nagle is currently the Chief Executive Officer of the Envision Pharmaceutical Holdings, Inc., a multibillion dollar privately held company he cofounded. The company has offices in El Dorado Hills, California, Twinsburg, Ohio, and Fort Lauderdale, Florida.

In addition, he is a Co-Partner of Mansour Nagle Properties which owns the El Dorado Hills Town Center in El Dorado Hills, California where he resides.

He has been involved in the evolution of John Adams Charter Academy in Roseville, CA and contributed in the development of the school's technology and physical education needs. Mr. Nagle is a financial supporter of numerous national and local charities, including the St. Hope Public Schools in Sacramento.



## A Man With a Mission

BY JUDYTH BRAVO

The flawless black 1903 Cadillac exhibited by owner Lee Perry is very visible proof that Mr. Perry is a man with a plan and the wherewithal to make that plan into a reality. Perry wanted to participate in the fabled London to Brighton Car Run as only a real car guy can. Small catch: all entrants have to be vintage 1905, or earlier, to be in the race (that's the automobile itself; drivers can be much younger). Perry found his automobile in a rare 1903 Cadillac Model A, a vehicle so interesting it deserves many pages of ink itself. Undaunted by the Cadillac's need for a full restoration, Perry persevered and the result is the piece of perfection which sat on the Fairway at Pebble two months ago and is on our green today.

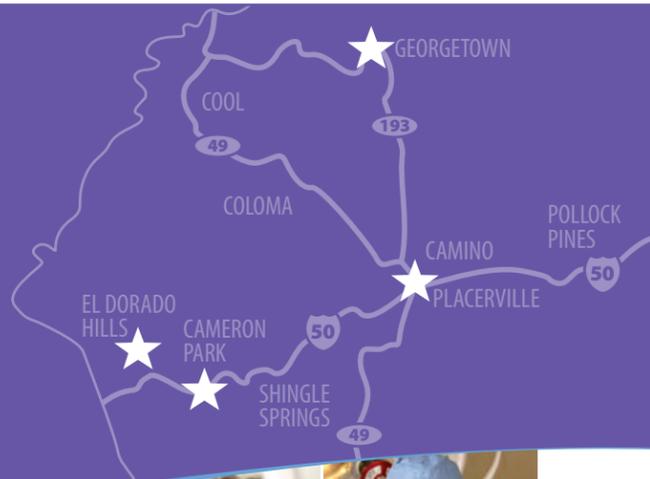
The history of the Cadillac reads like a silent movie script: in 1902 the Detroit Automobile Company was headed for

bankruptcy. Enter engine builder Henry Martyn Leland to appraise the value of the factory. Leland instead brings in his revolutionary one cylinder engine. Minds changed; Cadillac Automobile Company born. Fast forward two months: first Cadillac, the Model A, is shown at the New York Auto Show. A total of 2,286 orders were taken for the bespoke vehicle at \$750 per unit. Mr. Perry's Cadillac was one of these very first issued and his garnered an extra \$100 due to its "rear entrance tonneau" which can seat an additional pair or more of passengers. Its all black paint job with the accompanying nickel trim further distinguish it as an early production model, in fact one of five. In the future all of the vehicles were maroon with brass trim. Congratulations, Mr. Perry and thank you for being the keeper of the flame of American automotive history.

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# THE ELITE PIERCE-ARROW

BY VIC STEWART

Pierce-Arrow was always among a group of automobile makers who produced finely crafted, luxury cars.

Marques of that caliber in the early 1900's were Mercedes and Rolls-Royce in Europe and Thomas Flyer, Packard and Pierce-Arrow here in the United States.

The George N. Pierce Company's first production automobile was in 1901, utilizing a de Dion, 2-3/5 horsepower, single-cylinder motor. The company chose to make public the announcement of the car by driving it, with noisy entrance, into the Pan American

Exposition of 1901, realizing a great deal of positive public relations from the attention-getting ploy.

In 1903, Pierce introduced an automobile called the "Motorette", a beautiful, tiller-steered car in which a two-cylinder motor, produced by Pierce's own company, was fitted. The "Motorette" sold for \$950. The "Great-Arrow", introduced in 1907, featured a six-cylinder engine mounted at the front, rather than in the center of the car at a price of \$4000.

It was in 1908, that the company became the Pierce-Arrow Motor Car Company. Pierce-Arrow came to be known as an automobile that was strong, dependable and powerful, appointed with fine craftsmanship to create a car identified with security and luxury for the owner and his or her passenger. Unpleasant aspects of society and difficult weather could be isolated, providing, as a result, comfort and a highly prestigious fashion statement.

Advertising illustrations were the most important part of a marketing campaign begun by Pierce-Arrow around 1910, which was appealing and exciting. The Pierce-Arrow Company placed a great deal of emphasis on the need to advertise its automobiles and placed it in the hands of the Calkins & Holden Ad Company.

The company hired many notable artists and it was through their illustrations that the public came to know motoring as an enjoyable, adventurous experience and the Pierce-Arrow automobiles as a prestigious trendsetter.

A unique hood ornament was used by Pierce-Arrow that incorporated an archer, in position

with bow drawn taught, arrow positioned, aimed and at the ready to be propelled so as to adequately pierce the intended target. It made its debut on the Series 81. The company used sheet metal in the construction of the Series 81, which was considered a controversial innovation when the car was introduced 1928.

Pierce-Arrow, always one to capitalize on the hype and public attention generated by automobile races, introduced its newly designed 1931, 12 cylinder automobile by entering it in the Bonneville Races in Nevada in 1931. The race was a twenty four hours event. This powerful automobile broke fourteen international records by its performance, with driver of the car, A. B. Jenkins, at the wheel. He ran the car at 125 mph for the last hour of the race. It is said that Jenkins used a razor at some time during the race so as to be clean shaven as he got out of the car at the race's end.

Pierce-Arrow automobiles were the choice at the time, of the rich and famous. American Presidents William Howard Taft and Woodrow Wilson (he had a Model A4-66) owned this motorcar. Owners of the Pierce-Arrow also included royalty such as the King of Belgium, the King of Saudi Arabia, the Shaw of Persia and the Emperor of Japan. Other notables were John D. Rockefeller, Mrs. Andrew Carnegie, Mrs. Sarah Winchester, Orville Wright, Babe Ruth, Tom Mix, Ginger Rogers, the presidents of J.C. Penny, NBC, Standard Oil of California, F.W. Woolworth, Co. and Harvard University as well as Frank B. Gilbreth, to list a few. Oh yes, not to overlook this notable, Britt Reid, the Green Hornet. Proud, prestigious and definitive, the Pierce-Arrow commands a highly respectable place in the history of the automobile that only a car of such innovative creativity could establish. Long live Pierce-Arrow! •



## On the Green TODAY

### 1933 PIERCE-ARROW MODEL 1236

*Owned by Richard & Janet Lange of Los Altos, California*



The American marque of Pierce-Arrow produced stately, elegant vehicles that always commanded both admiration and respect whenever they were seen. The automobiles carried a price tag to match and catered to individuals to whom cost was no issue. Known for their quality, reliability and performance, the vehicles were custom from their colors on accoutrements of exterior paint to interior carpet, luggage and seats.

Obviously the chickens that laid claim to the unrestored 1933 Pierce-Arrow Model 1236 that Richard and Janet Lange are exhibiting at the Niello Concours today in its resplendent restored condition, knew quality when they saw it. They crossed that proverbial street to roost in luxury when they found the Pierce-Arrow residing in a barn in Connecticut.

In fact, that's exactly how its former owner and restorer, collector Ed Edison found the car in the late 1970's. Those chickens were comfortably relocated as a deal maker when Edison purchased the vehicle that he then transported to California to begin a painstaking restoration.

The Langes purchased the aubergine beauty in 2002 from Edison, and have brought it from Los Altos for our enjoyment at Serrano. •

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# PIERCE-ARROW

## Quality & Elegance

BY BOB JACOBSEN

Pierce-Arrows were built by an independent manufacturer of fine cars in Buffalo, New York, from 1901 to 1938. Its philosophy was to build the best possible car with the finest materials available, and with the most skilled workmen. The George N. Pierce Company was founded in 1878, and built bird cages, iceboxes, bicycles and motorcycles. In 1901, it produced its first automobile, a small “stanhope,” with an open passenger seat in front of the driver and tiller steering. It was a real “bone-shaker.” In 1904, the company started building a large high performance car called “The Great Arrow.” Great Arrows won the prestigious Glidden Tours (AAA-sponsored rallies in the New York area) several years in a row because of their reliability. After the company sold its cycle business and reorganized in 1909, it retained the “arrow” name, and was then called “The Pierce-Arrow Motor Car Company.”

The Pierces of the Teens were huge machines that cruised effortlessly at 60 miles per hour, unheard of for the time. They had cast aluminum (rust-free) bodies, and front bucket seats with an aisle between them so one could walk to the rear compartment. The 1913 to 1918 Pierce Model 66 had an 825 cubic

inch 6-cylinder engine, the largest American production car engine ever built. Surviving models (about 600 were made) are extremely desired by collectors. In 1913, a ‘66’ cost up to \$7,300 (about ten times the average annual wage, and over 12 times the price of a Ford).

In 1914, Pierce blended the car’s headlights into the tops of the fenders. This became the single most recognizable feature of all Pierce-Arrows. The radiator shell is another identifying shape. From 1904 on, the shell was simple in form, with straight sides and a gracefully curved top, meeting at sharp corners. This gave the front end a very solid appearance. Pierce also built a large quantity of trucks, especially for service in World War I.

Pierce stayed with big 6-cylinder engines through 1928, unlike its competitors. In 1924, the Model 80 debuted as a lower priced model than the big 4 valve-per-cylinder Model 36, and was (and still is) a very popular model. Studebaker bought Pierce in 1928, and changed body construction from hand-hammered

aluminum to pressed steel. They introduced the straight-eight engine in 1929, with a crankshaft that had nine main bearings, not the usual five. It displaced 366 cubic inches, with plenty of torque for San Francisco hills and 125 horsepower for highway cruising. Precise manufacturing tolerances and the testing of each engine on a dynamometer insured smoothness and longevity. That year also brought updated body styling to Pierce. You could now order a convertible coupe with wire wheels (chrome plating optional), striking paint schemes, rumble seat, and that famous nude kneeling archer hood ornament. Pierce interiors were posh living rooms on wheels – with thick carpets, patterned wool upholstery, foot rests, polished wood accent pieces, smoking sets and pull-down window shades. Accessories ranged from plush monogrammed lap robes (most cars did not have heaters) to custom fitted luggage for the trunk. 1929 saw the highest sales of any year - about 9,800 cars. Production declined every year from then on. Pierce was indeed a limited-production exclusive car.

By 1932, conservative Pierce-Arrow found it needed to keep up with Packard and Cadillac, and introduced its V-12 engine. In its final form of 462 cubic inches, it set endurance records on the Bonneville Salt Flats, driven by “The Mormon Meteor” Ab Jenkins. In 1934, the last of three runs, Jenkins and his Pierce V-12 with custom aluminum body



# PIERCE-ARROW

Quality & Elegance



and 6 carburetors set the record of 127 miles per hour, averaged over 24 hours straight, including stopping for gas. This new V-12 engine propelled Pierce cars smoothly and silently through traffic, reducing the need for constant gear changes.

Pierce continued its engineering innovations, and introduced hydraulic valve lifters in 1933, and put full power brakes on all its cars. (Pierce engineers also invented power steering, but oddly, Pierce never used it on its cars.) In 1936, they introduced the automatic overdrive, which kicked in at 45, and enabled smooth cruising at 70. (The 1980 Ford Thunderbird copied this “better” idea!)

The Great Depression had severely cut demand for big new cars by 1933. Pierce then developed the first “concept car” – followed by many car companies later. They built five hand-made models of “the car of the future” – the Silver Arrow, one of which is on the show field today. It had 1940’s flowing streamlined styling, concealed spare tires and running boards, flush door handles, and rear-seat speedometer. It created a styling sensation, but didn’t help sales that much.

Pierce-Arrow advertising was an art in itself. While Packard had the slogan “Ask the man who owns one,” Pierce projected an image of “The Pierce-Arrow type of person,” appealing to the well-to-do, often photographing the cars in front of stately mansions. Some famous Pierce-Arrow owners were: Babe Ruth (’22), The Shah of Persia (’29, ’30), Atwater Kent (Atwater-Kent Radio CEO), actress Ginger Rogers (’33), Orville Wright (a new one every year), and John Ringling (the circus owner). There was also always at least one Pierce in the White House garage from 1909 (William Howard

Taft) through 1936 (Franklin Roosevelt).

Some of the most beautiful Pierce-Arrows had custom bodies built by makers such as LeBaron, Brunn, Rollston and Waterhouse. In 1936, the Metropolitan Town Brougham by Brunn incorporated a curved “sweep” side panel, later seen on 1956-1962 Corvettes.

After the Studebaker partnership ended in 1933, Pierce-Arrow was rescued by a group of New York bankers, but went through bankruptcy in 1934, and was reorganized again.

In 1936, in an effort to bring in sadly needed revenue, Pierce became the first auto manufacturer to build house trailers, called Travelodges. True to Pierce quality, the interiors had leaded-glass cabinets, kitchens and baths. Only about 500 units were sold. All Pierce-Arrow manufacturing ceased in 1938, and the huge plant in Buffalo was sold at auction.

In contrast to today’s automotive climate of look-alikes and substitution of short-lived plastic for metal, we are fortunate to have known the elegance and excellence of Pierce-Arrow automobiles. The Pierce-Arrow Society, founded in 1957, seeks to preserve and restore the remaining thousand or so. Its storehouse of information and worldwide camaraderie encourages Pierce owners to use them as they were intended – to drive them. Please enjoy the examples displayed on the field today by their proud owners. •

*Editor’s Note: Bob Jacobson, Director of the Northern California Region of the Pierce-Arrow Society, prepared this informative article to enhance the enjoyment of the gorgeous Pierce-Arrows on the green today.*

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## On the Green TODAY

1947 DELAHAYE 135M

Owned by Gordon and Theo Johnson of Alamo, California

**T**his ruby beauty exhibited by proud owners Gordon and Theo Johnson was returned to its glamorous condition after a five year restoration.

The automobile with its very rare Pennock body had spent the prior twenty years in slumber on a used-car lot in Southern California.

With a factory in Tours, France, the Delahaye marque had managed to survive both horrific World Wars, and in 1947 was approached by fabled Dutch coach builder Pennock, one of the largest coachbuilders in the Netherlands, with an offer to buy chassis which were to be financed by the Dutch government. After purchasing the body design from Frenchman Henri Chapron the idea was born to build gorgeous automobiles with the express purpose of bringing in some fresh American dollars into the war-weary economy.

The coach builder named for founder Johannes Jacobus Leonardusoon Pennock, was especially well known for their ‘un-Dutch’ flamboyant designs on Delahayes. After World War II, the Dutch government encouraged coachbuilding for export, and a number of prestige chassis, especially Delahayes, were imported for that purpose. Delahaye had no in-house coachworks, so all their chassis were bodied by independents, who created some of their most attractive designs on the Type 135 (one of them was commissioned by Prince Bernhard of The Netherlands). Enjoy viewing this elegant 135 M fit for a king on the green today. •



© Ron Kimball/Kimball Stock

The Ad Campaign That  
**LAUNCHED  
 THE ARROW**



Reprinted courtesy of Bob Jacobsen, The Pierce-Arrow Society

Shortly after beginning production of automobiles, The Pierce-Arrow Motor Car Company, through its advertising agency, Calkins & Holden of New York City, commissioned beautiful artwork for their catalogue illustrations and magazine advertising. While many other automobile companies used text with little or no artwork to explain the technical virtues of their product, the Pierce-Arrow advertising tended to use little or often no text at all to show the virtues of the Pierce-Arrow through illustrations. In these early days before television or radio, the magazine was a powerful advertising medium. Pierce-Arrow ads were often on the back cover, or the inside covers, partly because of the prominence of the location, and partly because these were often the only pages printed in color. The subject of the artwork typically showed the social elite going about their daily activities. Of course the Pierce-Arrow was a natural part of the picture. Consequently, the car is usually quite understated. While many of the settings were typical: country clubs, the

theater, and other fashionable settings, some of the advertisements showed Pierce-Arrows in locations one would not expect to find an automobile at the time. These included rural settings such as the American West, where few people ventured in an automobile in the early years of the century. Just showing a Pierce-Arrow in locations such as this spoke loudly about its mechanical virtues.

To paint the illustrations, Calkins & Holden hired prominent illustrators of the time. Some of the artists commissioned to do work for Pierce-Arrow were: Louis Fancher, Ludwig Hohlwein, Myron Perley, John Sheridan, Adolph Treidler, Edward Wilson, N.C. Wyeth, and many others. •

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# Launching a Legend

BY FRANK X. WEISMANTEL

Everything starts somewhere. The legend of Carroll Shelby started in 1941, with love letters, boots and an airplane in the great state of Texas. There must have been deeply entrenched greatness in a man who, as a flight instructor for the U.S. Army Air Corps, decided to simply drop his love letters to his fiancé from his plane down to her farm.

Talk about ingenuity. That little slice of history really is not a significant component of his legend; it was a small thing yet spoke loudly of how great things started. Shelby was air-dropping boots in 1941 but it wasn't until 1965 that he really started to appeal to the hearts of a nation, and not long afterwards, the globe.

Of course, Carroll had numerous accomplishments between 1941 and 1965. No one can ignore his racing accomplishments.

His "Crown Jewel" was the 1959 24 Hours of Le Mans victory as the co-driver of an Aston Martin. Few know, however, that his very first race was in 1952, behind the wheel of a hot rod that was powered by a Ford engine. While this was not the beginning of his relationship with Ford, it did portend his long lasting connection with them.

Carroll Shelby was everything a man of the time needed to be; big & strong, handsome with an outgoing personality, flamboyant in the extreme and possessed of incredible ingenuity. However, the launch into global fame needed one last thing; synergy.

Why synergy? Because being a great racer was not enough. Simply being the coolest cat in Texas was not enough. He needed something that made him more than the sum of his parts and accomplishments. Carroll needed branding, otherwise known as merchandising. And, he needed something to merchandise.

In 1961 Shelby heard that an English manufacturer of a nice two-seat roadster, AC Motors, lost its supplier of engines. Shelby thought he could both help AC Motors and also build a new car. So, he went engine shopping. After being refused by Chevrolet because they didn't want to support a competitor to the Corvette, it was time for Shelby to think about Ford. He knew of a new Ford 221 cubic inch V-8 engine that, besides being available was quite compact and light in design. This engine seemed like a good match for the AC chassis and body that Shelby believed would accept the engine with only modest modifications.

Shelby approached AC Motors with his idea. A bond was formed and later in the year, after deciding that 221 cubic inches was not enough, Shelby acquired the necessary quantity of Ford 260 cubic inch V-8 engines to improve the AC Brand. There being no substitute for cubic inches, the 260 became a 289 cubic inch engine. Of course, this car's name was...COBRA!!!!

Oh, and the 260 and 289 cubic inch engines were really nice in the roadster. However, they really didn't have the kind of punch Shelby demanded from a sports car. Apparently, Ford had a few 427 cubic inch big block race engines laying around that the NASCAR teams didn't need. Perhaps a few more "modifications" to the body and chassis of the Cobra were called for. They went to work.

After a LOT of careful shoehorning and craftsmanship, they built the 427 AC Cobra. The 427 Cobra is now one of the most legendary and desired automobiles in automotive history. Not coincidentally, they had a pretty respectable tool to race at home in the US of A. The upgraded Mark II 289 cubic inch Cobra lost only one race over three years in the USA. After dominating US competition, winning U.S. Road Racing championships in 1963 and 1964, Ford and Shelby decided to freight some Cobras "over the pond" and hopefully bloody the noses of most of the European sports car manufacturers. Off to the races he went.

European racing of the Cobras was challenging. The most difficult problem Shelby faced was "Homologation." In order for the car to be raced there had to be at least 100 of that model built. Cobra production was below that figure and cars had to be redesigned in the production line so the racecars could be homologated. This took time and allowed the Europeans to size up the Cobra. In fact, the Shelby Team Cobras were not allowed to race in Europe in 1965.

While the AC Cobras were legendary in and of themselves,

they were not a mass-market product. So, in 1965 Shelby put himself in front of his acquaintance Lee Iacocca and some other executives from Ford Motor Company and generously admitted how wonderful a car the Mustang was. Everyone at Ford agreed it was fast, affordable and good-looking. The powers that be were quite pleased with themselves and there was much backslapping all around.

That is, until Shelby explained his intentions and showed how he saw so much more in the Mustang; after the mandatory gratuitous compliments he explained to them what the Mustang really could become. Enchanted by the vision Shelby presented, Ford management bought into the dream of the Shelby GT-350 Mustang. Mr. Shelby went from Great Racer to a Living Legend. They sealed the deal with the bigger, stronger, faster Shelby GT-500. Once again the 427 Cubic Inch engine powered a Shelby conceived "Big Boy Toy." The elevation of Carroll Shelby to official "Legend Status" began. It had taken only a few years.

Besides toying around with Mustangs, Mr. Shelby and Ford brought the world some of the greatest sports and racing cars ever made; everyone remembers his GT-40 racecars. The GT-40 series sported what were widely considered some of the most beautiful bodies ever seen on racecars. Besides that, they were rather fast and beat the living daylights out of Porsche, Ferrari and a few other European brands at their most revered venue, Le Mans.

In 1982 Carroll's buddy from Ford, Lee Iacocca was now the big man at Chrysler Motor Company and was sick of selling weak, uninspired cars. Who was better suited than "Old Shell" to light the fires and kick the tires of a moribund industry? Lee called Shelby and the rest is history.

Viper... Sound familiar? Once again, the Shelby magic was virtually applied to an industry. The Dodge Viper was designed using the classic Shelby formula; lightweight, two-door body, big powerful engine and massive tires. With its V-10 engine, aluminum body, cloth top and giant rubber, the Viper simply crushed all of the other sports cars of its time, cars costing HUNDREDS OF THOUSANDS of dollars more. The Viper single handedly raised the bar for today's new era of domestic American sport cars. Even now in 2012, the Viper remains a standard for high value, high performance sports cars and it still leads almost every sports car, except the new GT-500 Shelby Mustang, around almost every racetrack.

In June 1990, Shelby decided he had enough of his problems



## Launching a Legend

with his old ticker and underwent a heart transplant. After his surgery Shelby launched the Carroll Shelby Heart Fund. He intended the fund to assist children waiting for and going through the transplant process. The fund has raised millions of dollars for children in need.

In 1992, Carroll Shelby was inducted into the International Motor Sports Hall of Fame. The automotive and racing accomplishments of this man are only a part of the legend of Carroll Shelby. He has brought ever so much more to the world than racing trophies.

On May 10, 2012 Carroll Shelby took his final checkered flag. The world mourns such a loss. However, his welcome to the afterlife will most likely include many, many requests for guidance with making all those heavenly hot rods run like hell!! •



# THE HERTZ RENT-A-RACER

## 1966 SHELBY GT350H MUSTANG



## On the Green TODAY



### 1965 SHELBY COBRA CSX4000 TERLINGUA SPECIAL

Owned by Dr. Jim Wells of Sacramento, California

This storied 1965 black Shelby Cobra with its rare designation of a CSX4000 Terlingua Special would be a stand-out on any concours field. This is a "number one" as in the very first of the special edition of Carroll Shelby's CSX4000 Series 427 SC Cobras that pay homage to the legendary Terlingua Racing Team.

Every car guy (and gal) knows Carroll Shelby loved a good time. One of his favorite spots to party down was on his ranch in Texas, co-owned by his lawyer Dave Witts (it was half Witts). On the ranch was an old ghost town called "Terlingua."

It was during one of these real good times in 1965, on one of those real good Terlingua nights filled to the brim with chili-eating and general carousing that one of the Rat Pack of Texas came up with the idea to call Shel's fledgling racecar operation "the Terlingua Racing Team."

Fast forward to 1998 in Las Vegas where the SAAC unveiled the first of ten Terlingua Edition CSX4000's. The reaction was incendiary and the automobile a sensation. Drs. Jim and Patricia Wells were among the awestruck. Strangely, the good doctors were familiar with Terlingua, Texas, having honeymooned there. The deal-maker for the Wells was the first Terlingua Cobra's color: black, their favorite color scheme. See the car on the green today. •

In 1965 the Shelby Mustang came to life with the introduction of the high-performance Shelby GT350. This powerful race-ready Mustang became an instant hit on and off the track.

In September of 1965 Shelby American General Manager Peyton Cramer struck up a deal with Hertz to offer the 1966 GT350H Mustang as a rental car. The program was a clever one for Ford and Shelby as it worked to promote the Shelby Mustang to potential buyers. As Ford puts it, "The idea was to put high-performance, special-edition Shelby Mustang coupes into the hands of racing enthusiast-minded rental customers." That's right, if you were a Hertz Sports Car Club member back in 1966 (and 25 years of age), you could drive off the rental car lot in a performance 306 hp Mustang fastback. Total cost: \$17 a day and 17 cents a mile. Not a bad deal by today's standards and not a bad deal back then.

As you can imagine, this venture was popular among the racing enthusiast crowd. In fact, it's been reported that some renters actually took their rental cars to the track where they would remove the engine and put it in their personal race car. At the end of the race they'd drop the Cobra engine back into the rental car and return it to Hertz. The idea was to avoid damaging

the rental car, while boosting the performance of their personal ride.

Other stories tell of rental car drivers taking the car to the drag strip for a weekend of racing. As such, many of the rental cars were returned to Hertz in need of repair. In a 2006 interview, Walter Seaman, Hertz Corporation Division Vice President, said, "Forty years ago when Hertz had the program, it was a little less controlled. We were very careful with a very detailed check sheet when the car was rented and returned. There were some people who thought they were getting away with a lot of things, but they ended up reimbursing us for damage." Even though the venture was successful for Hertz, it proved costly to keep the cars in the fleet.

Although the 1965 Shelby GT350 is what started it all, the 1966 Shelby GT350H is the car that delivered the message to the world. As can be imagined, the car is a favorite among Mustang enthusiasts worldwide.

*Editor's Note: On the green today we are proud to display a 1966 GT350H owned by Pat Williams of Oakland, California. Stop by and see this piece of Shelby history.*

# Carroll Shelby's

# MILLION DOLLAR MUSCLE CARS

CARROLL SHELBY WAS PROBABLY THE BEST KNOWN PRACTITIONER OF THE ESSENTIAL "MUSCLE CAR" PHILOSOPHY. HE PUT LOTS OF HORSEPOWER INTO THE LIGHTEST POSSIBLE PACKAGES.



## Carroll Shelby's own personal car, 1966 Shelby Cobra 427 Super Snake

Among the most famous, and earliest, of Shelby's creations was the AC Cobra, a car created by combining a lightweight British AC Ace sports car with a powerful Ford V8 engine.

The car shown here is one of the first. In fact, it was Carroll Shelby's own personal car. It sold at auction in 2007 for \$5.5 million. More "ordinary" Cobras can still sell for well over \$1 million,

according to Hagerty Insurance, a company that specializes in insuring collectible cars. Of course, prices like that are for real Cobras, not the innumerable copies that have been built.



## Ford GT40

The GT40, shown here with Shelby, won the 24-hour LeMans race in France 4 times from 1966 to 1969 and won the World Sports Car Championships in 1966 and '67.

Ford sought Shelby's help in building a car to take on Italy's Ferrari in the European racing circuit. Shelby had won the LeMans behind the wheel of his own car years earlier.

GT40s can be worth from \$1 million to \$2 million, according to auction results collected by Hagerty Insurance.



## Dodge Omni GLH-S

Shelby is seen here with a 1986 Dodge Omni GLH-S (Goes Like Hell Shelby)

Long after parting ways with Ford Motor Co., Shelby struck a deal with Chrysler, then under the leadership of Lee Iacocca. Iacocca was the same man who had spearheaded creation of the Mustang while at Ford, so he knew Shelby well.

One of these so-called Mopar Shelys – Mopar is Chrysler's parts division – was the Dodge Omni GLH-S. Chrysler had created its own Omni GLH (Goes Like Hell) with some relatively modest performance enhancements. The Shelby factory boosted things even more by making available a 2.2-liter turbocharged engine that produced as much as 146 horsepower, a high number for a tiny little economy car.

Other Mopar Shelby products include Shelby Dodge Charger and Lancer and a Shelby Dodge Dakota truck.

Although the Omni GLH-S is said to have been one of Carroll Shelby's favorite cars, the Mopar Shelys have still not found their way into car collectors' hearts in any big way.



## Classic Shelby Mustangs

Ford Motor Co. introduced the Mustang in 1964 and the sporty little car became an instant hit.

The small and light Mustang was an ideal platform for building another race-winning car. It didn't take long before the first Shelby Mustangs were introduced for the 1965 model year.

The first cars were 306 horsepower Shelby GT-350s. Shelby is seen here with a 1966 Shelby GT-350 convertible, one of only four made that year, and a fastback.

Production of classic Shelby Mustangs continued through 1969 when, faced with pressure from the insurance industry and government regulation, the program was phased out.

Today, classic Shelys in good condition can be worth hundreds of thousands of dollars, according to Hagerty Insurance. A genuine '66 convertible -- there are fakes out there -- is worth about \$900,000 in good condition.

Photos courtesy of Carroll Shelby Foundation and Carroll Shelby Licensing.

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Shelby 1000

## Modern Shelby Mustangs



### 2007 GT500 Super Snake

In 2003, Shelby joined back up with Ford Motor Co. after a separation of more than thirty years. The result was a new line of Shelby Mustangs with modern technology.

This new generation of Shelby cars was announced at the 2005 New York Auto Show where Ford showed off a concept version of a new Shelby GT500. The production version of that car went on sale the following year as the 2007 Shelby GT500. The first one of these modern Shelbys sold for \$600,000 at a Barrett-Jackson collector car auction.

Most of these new Shelby Mustangs are actually built entirely on Ford production lines but some get extra work done at Shelby's Las Vegas factories. Among those models was the 2007 GT500 Super Snake which produced over 600 horsepower. •

The 2012 Shelby 1000 pushes the Ford Shelby GT500 to 1000 horsepower!

If 800 horsepower's not enough, Shelby American now offers the Shelby 1000 which produces an outrageous -- if you haven't already guessed -- 1,000 horsepower.

Prices for this model start at about \$200,000. That's \$50,000 for a Ford Shelby GT500 that gets shipped to Shelby American's Las Vegas factory for \$150,000 worth of performance upgrades.

The history of the 1963 Shelby King Cobra Cooper Type 61M at the 2012 Niello Concours is a fascinating one. The car now looks as it would have in 1963, and is the only survivor of the first King Cobra season. The car's current owner is William Hartman of Yuba City. Having this special King Cobra on display exemplifies the high standards of the motor cars you will enjoy on the field today.

The first two cars competed in the 1963 Fall Series. CM/1/63 was driven by Dave MacDonald and CM/3/63 by Bob Holbert, until his retirement in 1964. After that it was driven by Dave MacDonald, Ken Miles, Augie Pabst, Skip Scott, Ed Leslie, and Ronnie Bucknum. In 1966 it sold to Alex Budurin with the current ZF 5-speed, but Budurin died and his widow sold it to Dwayne Zinola, who won a national championship with it. Don Ivey owned it next, blew it up, and sold it to Robert Green, who completed a sympathetic restoration in 1991.

Carroll Shelby has been one of the most talented opportunists in American automobile racing. With both the AC Cobra and the Shelby Mustang, he demonstrated a remarkable ability to take existing cars and components and recombine, redefine, or reconfigure them to create what have become iconic and immensely successful racing cars.

In the summer of 1963, actually-get-paid-for-it professional sports car racing was just getting started in the United States in a series for purpose-built sports racing cars with more or less unlimited engine size. The production-based Cobras wouldn't have much of a chance, but it was an attractive challenge for Shelby. All he needed was a suitable car. It needed to be cheap, available on very short notice, and sturdy enough to handle a 289 Ford V8.

Like the AC Bristol, the Cooper Monaco was at

# SHELBY'S RACING KING COBRA

BY THOR THORSON

the end of its shelf life when Shelby came knocking. Designed in 1958 for the 1959 season, the Monaco was the first successful mid-engined sports racer built to accept 2-liter and larger engines. The design concept was appropriate to both Cooper and the era, which is to say pretty agricultural by later standards. It was a derivation of the 1958 Formula 1 design and used four large-diameter tubes in a more or less box-kite arrangement. For the Monaco, the tubes bulged out from the front suspension to the rear cockpit bulkhead to allow two seats inside, then back to a narrow rear suspension pickup.

Though the F1 Coopers of the era had wonderfully stiff chassis, the wider Monaco layout was notoriously "interactive," to use a current euphemism. It was immediately successful, however, and in 1959 and 1960 was the car to beat. Through 1962, these were designated Monaco Mk I through IV and were designed for the Climax FPF 2- to 2.5-liter engines that were the dominant English race engine of the time.

In late 1962, the concept was redesigned to accept the 1962 F1 suspension and a seriously revised frame design, wrapped with a much more slippery body. The intended power was the 2.7-liter FPF engine developed for Indianapolis, but the engine bay was intentionally built large enough for a V8. Now designated the T61M, it was still called a Monaco. The 1962 prototype was the only T61M to actually get a Climax, as the early 1963 cars were built on spec and sat unsold without engine packages well into the season.

Shelby faced a simple choice. The Lotus 19 was an excellent design but consensus was that it just wasn't strong enough to carry an American V8. The Cooper had room for a V8, and several chassis were immediately available. In fact, "available" might be an understatement; by late summer 1963, at most

one of the four cars built had been sold, and Cooper was in a bind.

Once the first two rolling chassis arrived at Shelby's shop, the team had less than a month to turn them into contending race cars. The chassis were disassembled and strengthened for a 289 Ford engine and Colotti transaxle. Shelby only had one day of testing at Riverside before shipping the cars off to Kent, Washington, for their debut on September 29.

The cars were fast out of the box, setting track records at Riverside and Kent, but they were not sorted, and both retired from the actual race. Dave MacDonald won the remaining two races (Riverside and Laguna Seca), but Holbert broke in both. The cars were not the dominant force Shelby would have liked.

At the end of 1963, Shelby bought two more chassis, then four more in 1964 for a total of eight "real" Shelby King Cobras. There were four other T61M chassis sold, and they all got V8s, but not through Shelby to make a total of twelve T61Monacos built.

For the nascent U.S. professional road race series of '63 and '64, it was a successful but by no means dominant car—an old design in a world that was changing fast. In many ways, the T61M marks the transition from the flexible chassis, skinny tire, drive-it-sideways cars of the '50s to the stiff-chassis, real suspension and sticky tire, keep-it-stuck-to-the-track cars that followed. And it was the end of truly flamboyant driving. •

*See the only survivor of the first King Cobra season, the 1963 Shelby King Cobra Cooper Type 61M, on the green today along with its proud owner Bill Hartman of Yuba City, California.*

An event of this scope only comes to fruition with the efforts of many talented and dedicated people. Thank you to all of our Board Members who work so hard on behalf of the Niello Concours at Serrano. It is truly meant when said...we couldn't have done it without you.

## T. ABRAHAM

Community Relations



T. Abraham's passion for cars started at age 16 with a wrench in his hand under the hood of a 1968 Camaro RS convertible, one of many classic cars that he has restored. His love of cars has also taken him to all kinds of events from Detroit's Woodward Dream Cruise, hunting for parts at the Hershey, Pennsylvania swap meet, England's Goodwood Festival of Speed and Formula 1 at Spa in Belgium. When forced to stop thinking about cars, he does Business Development for Marshall Medical Center and serves on the board of directors for Hands4Hope and the advisory board for Big Brothers/Big Sisters. One of life's great mysteries for him is why everyone doesn't own a convertible.

## JESSE A. BRAVO

Photographer - Consultant



Jesse A. Bravo has been racing automobiles since the early 1960's when he campaigned a 1957 MGA on SCCA courses. For the past thirty-five years, Bravo has been involved with SCCA's Concours d'Elegance division, either by showing his silver 1963 Jaguar E-Type Roadster that he personally restored, or by judging, serving as both its Chief Judge and its Chief of Concours. With current Chief of Concours Steve Miller he authored the SCCA Judging Guidelines used at this time on the field. A graduate of Brooks Institute of Photographic Arts and Science in Santa Barbara, he was class valedictorian, and worked as a commercial advertising photographer and photojournalist. He also served as President and General Manager for TRW's Imaging Systems Division until his retirement in the 90's. Not one to sit idle, he is currently enjoying yet another career as a digital photographer and archivist for the Crocker Art Museum in Sacramento.

## JUDYTH BRAVO

Consultant



Judyth Bravo finds it difficult to pinpoint the source of her life-long enthusiasm for motor vehicles. Is it the result of her growing up next door to a car dealer who kept a steady stream of new Cadillac's, Chevrolets and Corvettes parading past her window? Whatever the reason, Judy's enthusiasm to ride in a 1963 XKE Jaguar convertible roadster precipitated her introduction to her husband of almost thirty years, Jesse Bravo, former

SCCA Chief of Concours. A former high school art teacher by trade, Bravo sees the great importance of the Concours d'Elegance lying not in its chances for competition but for its opportunity for education.

## ANTHONY M. DE ARCOS

Project Manager



Anthony M. De Arcos has over thirty years of professional experience, including fifteen years in the construction industry and over 17 years experience in the Environmental Consulting field. Mr. De Arcos is one of the founding principals in National Analytical Laboratories, Inc. He has conducted consulting work for Federal, State and Local agencies, along with the private sector, regarding asbestos, lead and mold abatement issues. His true passion, however, is baseball, and on most spring afternoons you can find him at Oakmont High School, working with their upcoming and promising pitchers. On the weekends you'll find him at home with his family of seven and on Sundays teaching toddlers at Solid Rock Faith Center.

## BOB FINKBEINER

Event Logistics



Bob was raised by a car crazy dad who loved and restored antique automobiles. One event that spurred his passion was when their dad asked Bob & his brother if they would rather have him accompany them to Cub Scouts or stay home with him and work on the old cars. Their response was instant and unanimous. Working with and learning from their dad about cars would lead to a lifelong bond and passion. Bob grew up loving not only antiques but anything with a gas pedal and a brake. He was not old enough to drive (legally) when he bought a 1929 Model A Coupe which he still has. And not many high school seniors owned a 1960 Corvette, but Bob did and was happy to drive the Homecoming Queen in the parade. One of Bob's favorite pastimes is hunting for "vintage tin". He and his father spent many fun filled days in the backlands of South Dakota looking for that elusive antique car someone left beside an old barn and forgot about. When not playing with his cars or looking for a barn find, Bob works as a project manager for 5 Star Services, he also owns Capitol Kirby in Sacramento. His wife Sally shares his passion for the motorcar; they own antiques, classics and exotics.

## SALLY FINKBEINER

Honorary Judges Liason



Sally Finkbeiner has been a lifelong fan of the automobile due to early influences by her big brother Bill. While she was in elementary school Bill restored a 1929 Model A and allowed her and her girlfriends to ride in the rumble seat. A few years later he purchased a 1956 Corvette and her love for a fast car was off and running. So it just seemed natural to marry Bob Finkbeiner, also an avid car enthusiast. In fact she's pretty sure Bob married her for her brother, Bill. In Sally's professional life she is a commercial property manager managing a beautiful high-rise office building in downtown Sacramento. She holds a bachelor's degree in business management and is active in several commercial real estate organizations. She is involved heavily in her church where she is a leader in the kindergarten classroom, plays the piano wherever she's needed and is a long time member of the church choir. Family time resolves around two grown sons and one teenage grandson.

## DOUG HARVILL

Awards Emcee



As a child, Doug Harvill's passions centered around automobiles and radio. Not much has changed since then. One of those passions is a favorite hobby and the other is a longtime career. Doug is Senior Vice President and Market General Manager of CBS Radio in San Francisco including All News KCBS AM&FM, LIVE 105, Alice@97.3 and 99.7 NOW FM. In addition, Doug is accountable for the highly-acclaimed KCBS newsroom that just won an unprecedented sixth national Edward R. Murrow Award for Overall Excellence - the most prestigious recognition awarded by the Radio Television Digital News Association (RTDNA) to just one radio news operation each year. His passion for all things automotive continues as well. In addition to serving as emcee of the Niello Concours at Serrano, Doug provides news reports from automotive events as diverse as the Indianapolis 500, the Rolex Monterey Motorsports Reunion, Concorso Italiano and the Pebble Beach Concours d'Elegance.

## STEVEN P. HELLON

Official Concours Photographer



Steven Hellon was destined to be a photographer long before he even held a camera in his hands. While growing up in St. Louis, Mo. Steven's aunt would visit from Oakland, California always accompanied with her Polaroid camera. Steven was so fascinated with how images taken with that camera just appeared out of thin air. Years later he became obsessed with buying a camera and becoming a photographer. After moving to California in 1971 graduating from High School in 1974 and working for fifteen years in the restaurant business, Steven decided to pursue his passion. He attended Sacramento City College, studied photography and later landed a position with the State as a photographer photographing Governors Wilson, Davis, and Schwarzenegger. Steven has owned his own business since 2003 and continues to freelance commercial assignments through out the State and other countries - Greece, China, Italy, and more to come.

## DWIGHT O. "SPIKE" HELMICK, JR.

Tour Commissioner



Dwight O. "Spike" Helmick, Jr. started his 35-year career with the California Highway Patrol in 1969. He served in all ranks within the Department before he was selected as the Deputy Commissioner in 1989. In 1995 he was appointed Commissioner by Governor Pete Wilson and subsequently served Governors Gray Davis and Arnold Schwarzenegger. He is currently an associate professor with California State University, Long Beach and does private consultant work. He graduated from Golden Gate University and the FBI National Academy. He and his wife, Deb, have two married daughters and five grandchildren.

## ROSIE KESSELL-KRACHER

Director Public Relations



Rosie "retired" from a 20-year career in law enforcement, where she served the Folsom community in a variety of assignments. She spent several years of her career working as a school resource officer and is known among the many students and parents in Folsom as "Officer Rosie".

Rosie has stayed on with Folsom Police as their Community Services and Volunteer Coordinator. Her experience raising her now college-age children and serving the community through years of volunteer work give Rosie a great foundation for her assignment at the Concours. Rosie spends her free time with her husband and family, while juggling her schedule to fit in rowing and running competitively throughout the year.

## JOHN MCNAMEE

Chairman Concours Branding



John McNamee has been in the apparel business for 24 years. As owner of one of the largest silk screen printing and embroidery shops in the Sacramento area, he is an important asset in keeping the standards of the Niello Concours at Serrano brand. John's company has been involved in many large events in Sacramento including both Olympic Trials, the Jazz Jubilee for 15 years, countless fun runs, California International Marathon, and various corporate accounts. Being a car guy, owning two Porsches, and an orange Detomaso Pantera, he was very excited to be associated with the Niello Concours in producing the souvenir apparel. He feels that being at this event every year and selling merchandise while surrounded by so many incredible cars, life simply doesn't get any better.

## BRANDON MOORE

Concours Field, Crew Chief



Brandon, the son of event organizers Brian and Michele Moore, has been comfortably stuck in the world of cars since birth. Growing up working at "the shop", Brian D. Moore Restorations, with his father, Brandon experienced rare automobiles firsthand and has cultivated his own passion for unique vehicles. Taught by Brian, he has not only mastered the art of wet sanding, but has developed the skills necessary to run a successful business. Brandon currently owns and operates a Sacramento area pool service company, BTM Pool Service, and is proud to be an active member of his community. Going on his fourth year of being a business owner, Brandon has set high goals for the company and is excited to see it prosper. In June of this year he married Katelyn, who has been a much valued member of the Concours family for many years. Maintaining meaningful relationships with his family, friends and clients is extremely important to Brandon while always managing to leave time to play fetch with his four legged best-friends.

## KATE MOORE

Awards Coordinator



Kate found her love for cars when she met and fell in love with Brandon Moore, son of Brian and Michele. The couple wed in June in Kate's hometown, Reno, Nevada, at the ranch where she grew up. A University of Nevada, Reno alum, Kate ensures that the Moore house is always rooting for The Pack! Currently working as a paralegal for a law firm in Midtown Sacramento, she's on her way to a prolific career in law. Kate enjoys spending quality time with friends and family, good food and great wine!

## DAVE MUELLER

Volunteer Coordinator



A great guy who gets the job done, Dave always has a smile on his face. Representing the Solid Rock Faith Center he finds the right person to do each task making the concours run smoothly.

## JIM PERELL

Concours Commentator



On January 4th 1956 Jim's passion and love for automobiles began. It has been a long and loving relationship since that day. It was the same day that Jim and his father picked up a brand new 1956 Jaguar XK140 DHC. That purchase and his Father's constant tinkering hooked him for life.

Over the years Jim has acquired and sold countless numbers of collector type motorcars. His preference runs towards the British sports car marques and big American steel. In fact while he has bought and sold many cars, he still retains the XK 140 that his Father originally purchased.

Jim has served on the Board of Directors for the California Vehicle Foundation through the California Automobile Museum (previously the Towe Automotive Museum). He has functioned as the Director of Special Acquisitions and Entry Chairman for the Niello Concours at Serrano. Jim is a past President of the Sacramento Valley MG Car Club. After being a SCCA judge for over eight years, he is now a Director for their San Francisco Concours Division.

## CHERYL ROMMEL

Vendor Concierge



This is Cheryl's fifth year working with the Niello Concours at Serrano. She welcomes new challenges and is enjoying this latest endeavor. Her many years of volunteer work with the PTA and various youth groups has given her an appreciation for what can be

accomplished when many give a little for a common goal. She works as a clerk for the San Juan Unified School District and is also a freelance photographer.

Both jobs affording her the time to do what she loves most, raising her four children. Cheryl and her husband of 29 years, Tye, can often be found at their cabin in the Tahoe National Forest enjoying the outdoors and quiet of the mountains.

## SUMMER WRIGHT

Marketing Manager, The Niello Company



Summer Wright has been with The Niello Company since May of 2007. Prior to her appointment at the Niello Company, she was the Marketing Director for Oregon State University Athletics, a member of the Pacific 10 Conference. There she managed

all areas of marketing and promotion for fifteen Men's and Women's Athletic Programs. Summer's career began in television as the Promotions Director for the local NBC affiliate in Chico, CA. Summer graduated from California State University, Chico with Bachelor of Science in Business Administration with a concentration in Marketing. Currently, resides in Sacramento with her husband, Mike, and her two children Marin and J.T.



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## TEAM ISETTA

One of the remaining Team Sprite girls, an exchange student from India, asked if the class could do another car, and again out of the blue, a friend of Powers mentioned a sadly neglected little car that had been sitting outside a garage in Cody, Wyoming with “something broken” for over thirty years becoming a sort of mini-storage and long-term affordable housing to countless generations of mice. It was the perfect car for the class: a 1957 Isetta

### *THE SAGA OF THE LIVING WISDOM SCHOOL'S VINTAGE CAR RESTORATION AND PRESERVATION HONORS ELECTIVE PROJECTS*

In working with young people this age Mr. Powers had learned that if a good idea came along—particularly with girls this age—run with it or be run over by it. Within a couple of weeks the class was offered a 1958 Austin Healey Sprite for consideration. It was a rusted tub with twenty-one boxes of unlabeled parts. A bit daunting, but affordable, and it was all there. Most important to the success of the project, it was very, very cute. It looked like a great deal of work lie ahead, and though all were excited at this point, if the project was to trudge through months of stripping paint, scraping rust, drilling out broken bolts, and broken fingernails the girls hearts would also need to be engaged.

The class set up a website to chronicle their efforts, the website also had a page called “Our Wish List,” where detailed lists of the rarer parts they were hunting for were displayed. This inadvertently led to one of the most important lessons of the project. Total strangers would send in needed and unavailable parts, taken right off of their own car, and not even accept reimbursement for the shipping. The students aren't exactly isolated, but the picture the media paints of the world out there doesn't find generosity, kindness and encouragement exactly newsworthy; with billboards, MTV, and music all shouting “It's all about me”.

The students were thrilled that this little school in the foothills began appearing in magazine articles both in the United States and England. The Austin Healey Owners Club Magazine put the car on their cover and devoted five full pages, with color photos, to the restoration. The icing on the cake... after eighteen months of restoration work, the Sprite went on to break the price record for this model car to be sold at auction.

300 Cabriolet which came with one door, one cylinder, no smog gear, and, again very cute. Powers agreed to purchase the car with his own funds as there were no school funds available for these class projects. In a borrowed pickup he brought the Isetta to its new home in Nevada City, California.

The goal of the class was to do the most accurate restoration possible, and this involved collecting a large portfolio of rare, period, factory and publicity photos. An enormous asset was access to four low-mileage and all original Isettas that had been severely damaged yet untouched since their accidents. Team Isetta was born, and, what Powers thought would be a six month project, turned into a four year journey.

Powers says “I don't think you'll find this in a teacher's manual, but twelve to sixteen is a perfect age for a class like this, particularly with girls. They have an ability to focus, a high fuss level, longer attention spans, and are less likely to become bored with the mundane tasks if they know the reason behind them.” Such things as “That bolt has to go here, because it will show, so it needs to be perfect” were often heard in the class. Powers states, “The only women you see at a garage are on the calendars, generally dressed in a way you wouldn't want your daughter to dress, and holding a spark plug or can of oil like it was a vial of anthrax. The days of a father or uncle showing a newly licensed youngster how to diagnose an engine noise, find a bad fuse or even change a tire, have been replaced with the gift of a cell phone and a AAA card.” •

*The details of the two restorations are on the websites [www.teamsprite.com](http://www.teamsprite.com) and [www.teamisetta.com](http://www.teamisetta.com).*



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# THE PERSISTENCE OF A PASSION

## A COLLECTOR'S STORY

BY JUDYTH BRAVO

Along with this one of a kind 1948 Derham Dodge owned by the well-known car collector John White of Sacramento comes a story so unusual that it captured the interest of the New York Times. Although Mr. White has only owned this rare vehicle for little more than a year, their paths have been crossing each other for over sixty years.

White's first encounter with the Dodge was when he accompanied his father, an auto executive in New York, to the Derham Body Company near Philadelphia, where the Dodge was undergoing extensive customization. Derham, a coachbuilder, typically made custom bodies for luxury cars such as Rolls-Royce, Cadillac and Lincoln. White quips, "Yes, they were doing some significant work on a car that was worth less than \$2000. They probably put two or three times the price of the car into it."

The Dodge dealership that had commissioned the Derham Dodge had wanted something eye-catching for their showroom on Broadway and 45th Street in Manhattan, and Dodge had not given them anything "new" since September of 1941 due to the entrance of the United States into WWII. The Derham treatment included a new top for the coupe, with a wraparound rear window inspired by the designs like the Studebaker Starlight coupe of Raymond Loewy. The cabin was outfitted with amenities like a heater with defroster, a seven-button AM radio and a tissue holder. Stock Dodges, meanwhile, were so basic they came without turn signals, backup lights or passenger-side mirrors.

Mr. White kept his eye on the mallard-green coupe. It didn't sell. Finally, after two years the dealership sent the car to its Brooklyn site where the car sold to one "Gertrude Fisher." The

young car aficionado didn't forget the Derham Dodge. In the 1970's he saw an ad for the car in Hemmings Motor News. It was for sale for the "preposterous" sum of \$8500. Next, the car resurfaced in 1985 in a field in Vermont. White learned it had been purchased by a Dr. Joseph Leir of Moorpark, California, who intended to restore it. Twenty-four years later the task was finished and the singular sensation was being shown at various concours, including the prestigious Pebble Beach venue.

Then in 2011, White saw an ad for the Dodge in the Gooding auction catalogue next to ads he had placed with the Scottsdale firm to sell two vehicles from his own collection. With timing orchestrated by the car gods, John White became the owner of this very special one-off for the sum of \$60,500. Visit them both on the green today.

Congratulations, John. •



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## 2012 NIELLO CONCOURS AT SERRANO

### FEATURING THE THE MARQUE OF PIERCE-ARROW

#### CELEBRATING FIFTY YEARS OF THE SHELBY COBRA

#### MARQUE OF PIERCE-ARROW

- 1931 Pierce-Arrow Model 40**  
*Brian Sanders – Ione, CA*
- 1933 Pierce-Arrow Silver Arrow**  
*Academy of Art University – San Francisco, CA*
- 1929 Pierce-Arrow Convertible Coupe**  
*Joe Hensler – Fair Oaks, CA*
- 1936 Pierce-Arrow Model 1601**  
*Jim & Laura Ochsner – Redwood City, CA*
- 1933 Pierce-Arrow Model 1236**  
*Richard & Janet Lange – Los Altos, CA*
- 1934 Pierce-Arrow 840A Silver Arrow**  
*George Teebay – San Leandro, CA*
- 1934 Pierce-Arrow 840A Convertible**  
*Robert Jacobsen – Los Altos, CA*
- 1926 Pierce-Arrow Model 80 Roadster**  
*David Myers – Sacramento, CA*
- 1929 Pierce-Arrow 133 Club Sedan**  
*Brad Markel – Sacramento, CA*

#### SHELBY COBRA TO 1967

- 1963 Shelby Cobra**  
*Jay Hawkins – South Lake Tahoe, CA*
- 1964 Shelby Cobra**  
*Bill Hartman – Yuba City, CA*

#### SHELBY COBRA POST 1967

- 2001 Shelby Cobra Series I**  
*Jerry Neil – Winters, CA*
- 2012 Shelby Cobra 50th Anniversary**  
*Jerry Neil – Winters, CA*
- 1965 Shelby Cobra Continuation**  
*John Moore – Granite Bay, CA*
- 1965 Shelby Cobra**  
*James Wells – Sacramento, CA*

#### SHELBY MUSTANG

- 1965 Shelby Mustang**  
*Marshal Crossan – Folsom, CA*
- 1965 Shelby Mustang**  
*Greg Mayer – Sacramento, CA*
- 1965 Shelby Mustang**  
*James Peterson – Bolinas, CA*
- 1967 Shelby Mustang**  
*James Orsburn – Gold River, CA*
- 1969 Shelby Mustang**  
*James Orsburn – Gold River, CA*
- 1966 Shelby Mustang**  
*Gordon Gimble – Roseville, CA*
- 1966 Shelby GT 350 H**  
*Pat Williams – Oakland, CA*
- 1966 Shelby Mustang**  
*Chris Mackie – Newcastle, CA*
- 1967 Shelby GT 500**  
*Bob Vigus, Sr. – Placerville, CA*
- 2007 Shelby Mustang GT**  
*Dick Krueckel – Gold River, CA*
- 1968 Shelby GT 500 Tribute**  
*John Moore – Granite Bay, CA*

#### COMPETITION

- 1964 Shelby Cobra**  
*Gordon Gimble – Roseville, CA*
- 1963 Shelby King Cobra**  
*Bill Hartman – Yuba City, CA*

#### COBRA MANUFACTURERS

- 1967 Cobra Kirkham**  
*Marshal Crossan – Folsom, CA*
- 2011 Cobra Factory V MKIII**  
*Daniel Lepage – El Dorado Hills, CA*
- 1968 Cobra Everett-Morrison**  
*Claussen Albright – Roseville, CA*

#### CLASSIC - DISTINCTIVE MOTORCARS FROM 1925-1948

##### US CLASSICS

- 1924 Kissel 6-55 Speedster**  
*Lynn Kissel – Livermore, CA*
- 1935 Packard**  
*The Niello Company – Sacramento, CA*
- 1937 Packard Model 115**  
*The Niello Company – Sacramento, CA*
- 1947 Dodge Derham D 124 Coupe**  
*John White – Sacramento, CA*
- 1947 Lincoln Continental Cabriolet**  
*Paul & Connie Borgwardt – Walnut Creek, CA*

##### EUROPEAN CLASSICS

- 1938 Delage D6-70**  
*Cathy Gauche – Murphys, CA*
- 1929 Rolls Royce UK Shooting Brake**  
*John Carey – San Jose, CA*
- 1947 Delahaye 135 M**  
*I. Gordon & Theo Johnson – Alamo, CA*

#### VINTAGE RACE CARS

- 1963 Lotus Super Seven 1500**  
*Dann Shively – Folsom, CA*
- 1969 Chevrolet Corvette**  
*Chris Springer – Los Gatos, CA*

#### WINNERS' CIRCLE 2011 NIELLO CONCOURS AT SERRANO CLASS WINNERS

- 1956 Austin Healey 100 M**  
*Hudson Vitaich – Sacramento, CA*
- 1936 Cord Cabriolet**  
*Allan McCrary – Vacaville, CA*
- 1964 Dodge Dart Convertible**  
*Cliff Fales – Rancho Cordova, CA*
- 1971 Iso Rivolta**  
*Joe Hensler – Fair Oaks, CA*
- 1958 Renault 4 CV**  
*Ken Reynolds – El Dorado Hills, CA*
- 1957 Ford Thunderbird**  
*Phillip York – Sacramento, CA*
- 1986 Ferrari 328 GTS**  
*Bob Ochi – Granite Bay, CA*
- 1948 Packard Custom Eight Convertible**  
*Dr. Jon Fuiks – Sacramento, CA*
- 1958 MG MGA**  
*Thomas Dunham – San Martin, CA*

#### PRESERVATION CLASS

- 1947 Cadillac Series 62**  
*Domenic Bavaro – Fresno, CA*
- 1930 Gardner 140 Sedan**  
*Barney Gardner – El Dorado Hills, CA*
- 1971 Mercedes 280 SL**  
*Claudia Bordin – Sacramento, CA*
- 1956 Jaguar XK 140 DHC**  
*Jim Perell – Loomis, CA*
- 1965 Porsche 356 SC**  
*Jerry Kiliany – Granite Bay, CA*
- 1902 Prescott Sport Steam**  
*Gary Lucas – Tiburon, CA*

#### MUSCLE CARS 1963-1972

- 1970 Ford Torino GT**  
*Deborah Clendenning – El Dorado Hills, CA*
- 1970 Plymouth Hemi-Cuda**  
*Ken Sykes – El Dorado Hills, CA*
- 1969 Ford Boss 429**  
*Steve Finn – Murphys, CA*
- 1968 Dodge Charger RT**  
*Mike Lightfoot – Placerville, CA*

#### LAMBORGHINI TO 1987

- 1969 Lamborghini Miura**  
*Ruth Sanders – Ione, CA*
- 1988 Lamborghini Countach**  
*Allen Mobanna – Folsom, CA*

#### FERRARI

- 1962 Ferrari 250 GTE**  
*Bill Finkbeiner – Auburn, CA*
- 1973 Ferrari 246 GTS**  
*Greg Houck – Folsom, CA*
- 1999 Ferrari 355 Spider**  
*Michael Balch – Rocklin, CA*
- 1987 Ferrari Testa Rossa**  
*Shannon Rogers – Loomis, CA*
- 1990 Ferrari F-40**  
*Gerard Vandermeighen – Pinon Hills, CA*
- 2004 Ferrari Challenge Stradale**  
*Lance Suder – El Dorado Hills, CA*

## MASERATI

### **1973 Maserati Bora**

*Wilson Werhan – Walnut Grove, CA*

### **1957 Maserati 3500 GT**

*Mark Fletcher – El Dorado Hills, CA*

### **1972 Maserati Indy**

*Paul Muizelaar – Sacramento, CA*

### **1962 Maserati Seabring**

*Leif Neuman – Lincoln, CA*

## EXOTICS 1988 TO PRESENT

### **2005 Panoz Esperante GTLM**

*Wild Bill Hill – Roseville, CA*

### **1995 Porsche 911 Cabriolet**

*Mary Borden – El Dorado, CA*

### **2003 Dodge Viper**

*Jeff & Darlene McClure – Rocklin, CA*

### **2006 Mercedes SLR McLaren**

*Robert Dean – Folsom CA*

## ANTIQUES TO 1919

### **1912 Buick Model 43**

*Patrick & Kaela Hopkins – Sacramento, CA*

### **1903 Cadillac Model A Wilson**

*Lee Perry – Vacaville, CA*

## VINTAGE MOTORCARS THROUGH 1948

### **1931 Ford Model A**

*Terry Wagner – Fair Oaks, CA*

### **1936 Studebaker Custom Sedan**

*Ken Porteous – Chester, CA*

### **1940 Packard Convertible Coupe**

*Danno Raffetto – Placerville, CA*

### **1931 Ford Sports Coupe**

*Glenn Johnson – Camino, CA*

## AMERICAN MANUFACTURER 1949 TO 1969

### **1957 Chevrolet Bel Air Sports Sedan**

*Patrick & Constance Rogers – Rescue, CA*

### **1957 Chevrolet Nomad**

*Jerry Greenberg – Sacramento, CA*

### **1956 Chevrolet Bel Air 4 Door HT**

*Joy & Bob Seifert – Lockeford, CA*

### **1926 Hupmobile A-6 Cylinder Roadster**

*Richard & Karen Gray – Folsom, CA*

## PORSCHE 356

### **1959 Porsche 356 Coupe**

*Mark York – Gold River, CA*

### **1955 Porsche Speedster**

*The Niello Company – Sacramento, CA*

### **1963 Porsche 356 Coupe**

*Ted Blake – Sacramento, CA*

### **1965 Porsche Cabriolet**

*Ted Blake – Sacramento, CA*

### **1959 Porsche 356 Cabriolet**

*Jim Hardie, Bob Murray – Granite Bay, CA*

### **1964 Porsche 356 Coupe**

*Bob & Elaine Cannon – Sacramento, CA*

### **1956 Porsche 356 Speedster**

*Pat Dewitt – Sacramento, CA*

### **1960 Porsche 356b Roadster**

*David Rossiter – Folsom, CA*

## AMERICAN LUXURY CARS

### **1949 Buick Roadmaster Riveria**

*Michael Pometta – Larkspur, CA*

### **1955 Imperial Newport Coupe**

*John & Susan Swensson – Saratoga, CA*

### **1949 Cadillac 2 Door Club Coupe**

*Marshall & Nancy Kraus – Sacramento, CA*

### **1958 Pontiac Bonneville Convertible**

*Mike Marsh – Vacaville, CA*

### **1962 Chrysler 300H**

*Doug Warrenner – Fair Oaks, CA*

### **1954 Buick Skylark Convertible**

*The Niello Company – Sacramento, CA*

### **1954 Cadillac Coupe de Ville**

*Jim Hearn – Folsom, CA*

### **1965 Ford Thunderbird**

*John Townsend – Gold River, CA*

### **1955 Cadillac Coupe de Ville**

*Rafael Cedeno – El Dorado Hills, CA*

## CORVETTE 1963 TO 1967

### **1963 Chevrolet Corvette Coupe**

*Ken Ruthenberg – Gold River, CA*

### **1967 Chevrolet Corvette Coupe**

*Bob Lozito – Gold River, CA*

### **1966 Chevrolet Corvette Coupe**

*John Shellborn – Citrus Heights, CA*

### **1967 Chevrolet Corvette**

*Chuck Camilleri – Redwood City, CA*

## AMERICAN SPORTS CARS

### **1959 Chevrolet Corvette**

*John & Carmen Clemens – El Dorado Hills, CA*

### **1954 Kaiser Darrin**

*James Orsburn – Gold River, CA*

## FOREIGN SPORTSCARS THROUGH 1956

### **1955 Jaguar XK 140 FHC/SE**

*Geoffrey Horton – Sonoma, CA*

### **1953 Jaguar XK 120 DHC**

*Danno Raffetto – Placerville, CA*

### **1954 Jaguar XK 120 O.T.S.**

*Bill Norby – Lodi, CA*

### **1953 MG TD**

*Karl Krause – Arnold, CA*

### **1952 Jaguar XK 120 OTS**

*Robert Colpitts – San Mateo, CA*

### **1953 Jaguar XK 120 DHC**

*John Grigsby – El Dorado Hills, CA*

### **1953 VW Type 14 Roadster**

*Roger Dean – Sonoma, CA*

## JAGUAR XK 150

### **1959 Jaguar XK 150**

*The Niello Company – Sacramento, CA*

### **1960 Jaguar XK 150SE FHC**

*Philip Monego – Emerald Hills, CA*

### **1958 Jaguar XK 150 FHC**

*Robert Schenck – Shingle Springs, CA*

## FOREIGN SPORTSCARS

### 1957 TO 1977, UNDER \$5,000

### **1961 VW Karman Ghia**

*Andrew Banta – Orangevale, CA*

### **1965 Austin Healey BJ 8 Mk 3000**

*Michael Armstead – Roseville, CA*

### **1958 Fiat 1200 TV Spider**

*Ralph Moceo – Santa Cruz, CA*

### **1965 Sunbeam Tiger MK I**

*Robert & Gayle Viola – San Mateo, CA*

### **1965 Lotus Elan**

*Duke Zanders – Placerville, CA*

### **1979 MG Midget**

*Craig & Kim Kuenzinger – Walnut Creek, CA*

## FOREIGN SPORTSCARS

### 1957 TO 1980, OVER \$5,000

### **1973 VW Super Beetle**

*Brosamie Urwe – El Dorado Hills, CA*

### **1980 Triumph TR8**

*Curt Johnston – Fairfield, CA*

### **1973 Iso Grifo**

*Mike Clarke – El Dorado Hills, CA*

### **1974 Jaguar E Type OTS V12**

*Drew Gilpen – Sacramento, CA*

### **1974 Porsche 911S**

*David Bordin – El Dorado, CA*

### **1962 Jaguar E Type Roadster**

*Winnie Ward – Grass Valley, CA*

### **1969 Iso Rivolta Lele**

*Tom Davis – El Dorado Hills, CA*

## FOREIGN PASSENGER CARS

### 1957 TO 1977, OVER \$5,000

### **1977 Mercedes 230 W123**

*Andy Chan – San Francisco, CA*

### **1966 Mercedes Model 200**

*Michael Ginsberg – Rancho Cordova, CA*

### **1970 Mercedes 280 SE Cabriolet**

*William Brooks – Santa Cruz, CA*

### **1971 Mercedes 280 SE 3.5**

*Bud Hopkins – Sacramento, CA*

### **1957 BMW Isetta Cabriolet**

*Brian Powers – Nevada City, CA*

### **1961 Rolls-Royce Silver Cloud**

*Bob Ammirato – Folsom, CA*

## COMMERCIAL VEHICLES

### **1957 GMC Model 150 Napco**

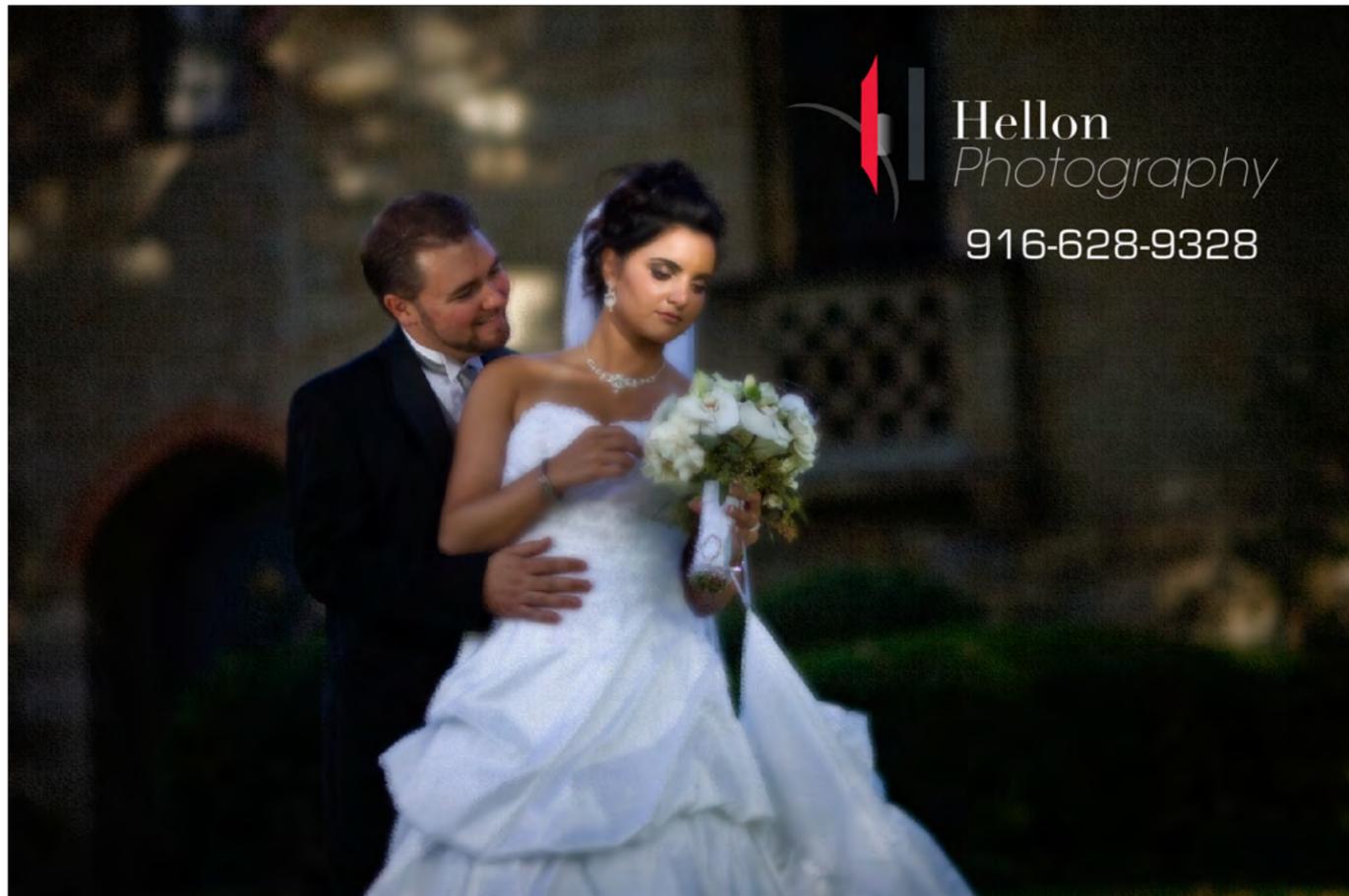
*Frank Ritter – Citrus Heights, CA*

### **1928 Ford Model A**

*Robert Huber Pepsi – Sacramento, CA*

### **1941 Ford Truck**

*Ted Johnson – Rancho Cordova, CA*



**Hellon**  
Photography  
916-628-9328



**CONCOURS RADUNO**

*June 11, 2013,  
July 8, 2013  
and  
August 12, 2013*

The Concours Raduno is a gathering of motorcar owners for an evening spent enjoying the art of the automobile. Please join us for light Hors d'oeuvres and wine tasting along with live music as you enjoy a fabulous display of motorcars. If you are the owner of a motorcar of significance please feel free to display it so all may enjoy. Admission is free. Your experience will be priceless...

We hope you will join us next summer! The relaxed atmosphere, great food and the beautiful cars on display make for a great evening. Visit [www.ConcoursRaduno.com](http://www.ConcoursRaduno.com) for photos from the summer 2012 Raduno season as well as more information for the 2013 events...

[www.ConcoursRaduno.com](http://www.ConcoursRaduno.com)



The 9th Annual Niello Concours at Serrano is proud to be a Sports Car Club of America sanctioned event. Since 1944 the SCCA has brought

motorsports to all Americans who share a passion for automobiles, speed and competition. From National Championships to regional events, from the professional arena to the amateur, SCCA has organized, supported and developed auto racing at every level for over six decades.

Automobile enthusiasts owe SCCA for not only keeping the race flame alive but for doing the same for car shows known historically as "Concours d'Elegance". SCCA has provided over the years a judging matrix that has made comparison of various vehicles fair and objective by judging them on a basis of overall originality and the degree of perfection in the restoration.

The guidelines and rules that were set down by the governing body of the SCCA Concours division, is such that the automobiles being showed must be as they came from the factory. Any upgrade or deviation from the manufacture original design of the automobile will be points lost, thus keeping the automobile as original as possible. Most entrants take great pride in keeping to this standard.

In 2008 the SCCA set in motion a new policy. There will be a championship awarded to the automobile that has the greatest number of points for the Concours Season. Each automobile, upon entry into a SCCA Concours, will receive five points for entering the show. For 1st in class five points, for 2nd in class three points, and for 3rd in class two points. The automobile that is chosen Best of Show will receive ten additional points. The automobile that has the greatest number of points at the end of the show season will be declared Concours Champion for that season.

This automobile will be exempt the following year only from the Concours Championship Award but may enter in all shows and be eligible to be a class winner, thus not having the same automobile winning the championship year after year. After a one year absence the automobile will be again eligible for championship competition. The points have been tabulated by the SCCA and the award will be presented today at the 2012 Niello Concours at Serrano.

**Ed Therrien** ~ Chief of Concours

**Butch Wright** ~ Chief Judge

**Shirley Wright** ~ Chief of Scoring

**Darren Townsley** ~ Chief of Field

**Tom Ganno** ~ Director of Marketing

**Jim Perell** ~ Director of Communications/SCCA Liasson

**Cindy Scagliola** ~ Director at Large

**Pat Willie** ~ Secretary/Treasurer

**THE 2011 SCCA CHAMPIONSHIP AWARD**  
1969 Mercedes 280 SL

*Owned by Gerry Holzapple - Grass Valley, California*



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NIELLO  
CONCOURS at SERRANO

# — Best of Show — 2011



Steven Hellon Photography

1936 Auburn 852 Boattail Speedster  
*Paul Petrovich – Sacramento, California*



# Specialty Awards

NIELLO  
CONCOURS at SERRANO



2011

## THE CHAIRMAN'S AWARD IN HONOR OF GEORGE A. MOORE

1936 CORD 810  
*Allan McCrary - Vacaville, CA*



## HONORARY JUDGES AWARD

1930 CORD L 29  
*Academy of Art, San Francisco - San Francisco, CA*



## OUTSTANDING CORD AWARD

1930 CORD L 29  
*Christopher Cord - Ketchum, ID*



## OUTSTANDING CHEVROLET AWARD

1963 CHEVROLET CORVETTE SPLIT WINDOW COUPE  
*Joseph Caldero - Elk Grove, CA*



## THE FINALE DEL CONCOURS RADUNO AWARD

1931 CADILLAC 370A  
*Stephen Witort - Reno, NV*



## THE TOUR AWARD

1955 CHRYSLER IMPERIAL NEWPORT COUPE  
*John Swenson - Saratoga, CA*



## OUTSTANDING JAGUAR E TYPE AWARD

1965 JAGUAR E TYPE FIXED HEAD COUPE 4.2  
*MARK HACKER - LOS GATOS, CA*



## MEGUIAR'S BEST FINISH AWARD

1948 PACKARD CUSTOM 8 CONVERTIBLE  
*Jon Fuiks - Sacramento, CA*





# Class Awards

## NIELLO CONCOURS at SERRANO



# 2011

**Class ABC**  
CLASSICS – 1925 – 1948



**1936 Auburn 852 Boattail Speedster**  
*Paul Petrovich – Sacramento, CA*

**Class C-1**  
CORD L29



**1930 Cord L-29**  
*Christopher S. Cord – Ketchum, ID*

**Class C-2**  
CORD 810 AND 812



**1936 Cord 810**  
*Allan McCrary – Vacaville, CA*

**Class P**  
AMERICAN MANUFACTURE – 1949 – 1969



**1964 Dodge Dart Convertible**  
*Elaine Fales – Rancho Cordova, CA*

**Class Porsche 356**



**1965 Porsche 356 Cabriolet**  
*Peter Tuxen – Sacramento, CA*

**Class PL**  
AMERICAN LUXURY 1949 – 1969



**1963 Lincoln Continental Convertible**  
*William McCoy – Fair Oaks, CA*

**Class E**  
PRESERVATION PRE WAR



**1935 Auburn Boattail Speedster**  
*John Petrovich – Sacramento, CA*

**Class E-2**  
PRESERVATION POST WAR



**1957 Dual Ghia Convertible**  
*John White – Sacramento, CA*

**Class F**

AMERICAN MUSCLE CARS 1963 – 1972



**1969 Chevrolet Camaro SS**  
*Steve Tibbetts – Sacramento, CA*

**Class Q1**

FERRARI 1975 TO 1987



**2000 Ferrari 550 Maranello**  
*Neil Collepardi – El Dorado Hills, CA*

**Class T**

AMERICAN SPORTS CARS 1953 – 1967



**1957 Ford Thunderbird**  
*Phillip York – Sacramento, CA*

**Class U**

FOREIGN SPORTS CARS THROUGH 1956



**1956 Austin Healey 100 - M**  
*Hudson Vitaich – Sacramento, CA*

**Class H**

FERRARI THROUGH 1974



**1972 Ferrari 246 GT**  
*Sal Zammitti – Moraga, CA*

**Class I**

FERRARI 1975 – 1987



**1986 Ferrari 328 GTS**  
*Robert Ochi – Granite Bay, CA*

**Class J-1**

JAGUAR E TYPE SERIES 1, FHC



**1965 Jaguar E Type FHC 4.2**  
*Mark Hacker – Los Gatos, CA*

**Class V**

FOREIGN SPORTS CARS – 1957 – 1977  
UNDER \$5,000



**1958 MG MGA**  
*Thomas Dunham – San Martin, CA*

**Class VRC**

VINTAGE RACE CARS



**1965 Shelby GT 350**  
*Greg Mayer – Sacramento, CA*

**Class ISO**

ISO CARS



**1968 ISO Rivolta**  
*Joe Hensler – Fair Oaks, CA*

**Class J-4**

JAGUAR E TYPE SERIES 1 OTS



**1962 Jaguar E Type Roadster**  
*Larry Oka – Sunol, CA*

**Class K**

MASERATI THROUGH 1987



**1970 Maserati Ghibli**  
*Dennis Cutter – Roseville, CA*

**Class N**

VINTAGE THROUGH 1948



**1948 Packard Custom Eight Convertible**  
*Jon Fuiks – Sacramento, CA*

**Class W**

FOREIGN SPORTS CARS 1957 – 1977  
OVER \$5,000



**1969 Mercedes 280 SL**  
*Gerry Holzapple – Grass Valley, CA*

**Class Y**

FOREIGN PASSENGER CARS 1957 – 1977  
UNDER \$6,000



**1958 Renault 4CV**  
*Ken Reynolds – El Dorado Hills, CA*

**Class Z**

FOREIGN PASSENGER CARS 1957 – 1977  
OVER \$6,000



**1969 Aston Martin DBS**  
*Thomas Muball – San Francisco, CA*



# On the Green TODAY

## 1967 LAMBORGHINI MURIA

Owned by Ruth Sanders of Ione, California

In 1981 when Ruth Sanders gave up her teaching career, she decided to invest her retirement funds in what she considered the sexiest car she had ever seen: the blue 1967 Lamborghini Muria she's exhibiting at the Niello Concours at Serrano today. Albeit, the P-400 had a blown up engine at the time. So what? Then-husband Frank Sanders loved the challenge of rebuilding it (after all, he had been super stock drag racing's National Champion in 1963).

In the 1980's Frank had traded autos for airplanes and had a WWII aircraft restoration shop. Then in 1990 Frank was tragically killed in an aircraft accident. Three years later Ruth married a family friend named Sandy Sanders (yes, you read correctly). Ruth didn't even need to change the name on her checks. Today our lady is CEO of two family-owned companies, Sanders Aeronautics and Sanders Smoke Technologies. You'll find Ruth and her beloved blue Lamborghini on the green today, both still smokin' after all these years.



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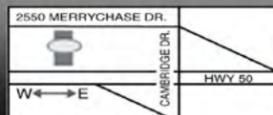
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*1924 Kissel 6-55 Speedster  
owned by Lynn and Jeanne Kissel  
of Livermore, California.*

# *Eponymous* AND PROUD OF IT

BY JUDYTH BRAVO

**A** truism not obvious to novice automobile aficionados is that potential car collectors are often drawn to automobile marques which replicate their own names. On the green today are two perfect examples.

First, Lynn and Jeanne Kissel of Livermore, California, are exhibiting their lemon yellow 1924 Kissel 6-55 Speedster. This model is undoubtedly the most famous of the Kissel vehicles produced by hand from 1906 to 1930. Although 35,000 were originally produced, only about 150 Kissels exist today. The Kissel's Kissel is one of the most spectacular that remains.

Then Dr. Barney Gardner is exhibiting a 1930 Gardner Sedan from his collection of five Gardner automobiles. Approximately 150 Gardners are still in existence today although over 50,000 were manufactured from 19-1931 in St. Louis Missouri. Before manufacturing automobiles Russell E. Gardner, the marques founder, built premier horse drawn carriages. Known as a "sporty car", the Gardner held the transcontinental speed record for two years during the mid 1920's.

Further proof of the propensity of people to purchase automobiles possessing their own name can be found in the many number of people with the last name of Ford who drive Fords!



*1930 Gardner  
Sedan owned by  
Barney Gardner  
of El Dorado Hills,  
California.*



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*El Dorado County kids enjoyed the August  
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Photo courtesy of Steven Hellon Photography*

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of El Dorado County

Big Brothers Big Sisters thanks the Niello Concours organizers for the opportunity to partner on this extraordinary event.

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# The Ballad of a PIERCE ARROW

BY JUDYTH BRAVO

This elegant machine, a yellow '29 Pierce Arrow Convertible shown by its proud owners Joe and Gayle Hensler, has led a very interesting existence during its first eighty-two years. It helps that it was produced by the fabled luxury marque on the eve of The Crash which ushered in The Depression which hammered the final rivet into Pierce Arrow's elegant coffin.

This particular Arrow landed a part in the 1948 film *Inside the Walls of Folsom Prison* as the warden's personal automobile. Country singer Johnny Cash saw this movie while serving in the United States Air Force in West Germany in 1952, and used it as an inspiration for his hit song "Folsom Prison Blues", which he recorded numerous times between 1955 and his death in 2003.

The film was featured in the 2005 biographical movie *Walk the Line*, in which Cash (played by Joaquin Phoenix) and other Air

Force personnel are depicted seeing the film. A film within a film. How unique.

After the movie and the accompanying fleeting fame, like a washed up starlet, the beautiful car from Hollywood wound up in a back street alley, specifically, an alley in Sacramento's Oak Park area. There the once lovely car languished until it was rescued for \$250 in cash.

Just like one of those Hollywood has-beens, the automobile was resurrected with some good body work and some fresh paint to show-biz status one more time. This Pierce Arrow has taken first place at many West Coast concours and a coveted third in class at Pebble, as true aficionados call it. Visit this classic beauty on the green today (it just might inspire you to write a song, or at least sing one).



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