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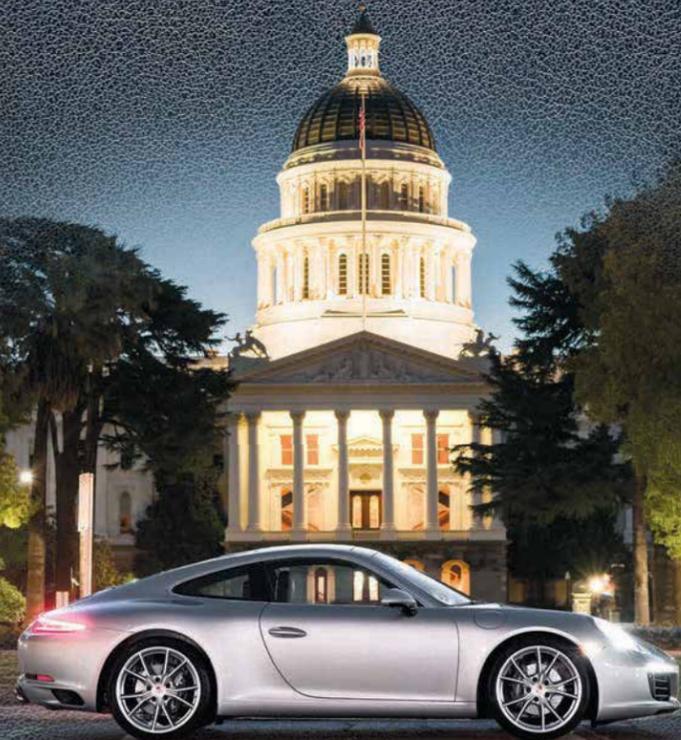


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WELCOME

from Brian & Michele Moore

Welcome to the Niello Concours at Serrano! We are so excited to see the fabulous collection of automobiles on display this year as we celebrate The Era of Elegance, one of our favorite time periods of motor cars.

Fourteen years ago we took a leap of faith with a new venture, both for us, and the community of Serrano. We had no idea what lay ahead. These years have been some of the most challenging, yet fulfilling and rewarding of our lives. Concours day is the culmination of a lot of hard work done by a lot of people...we hope you get a sense of how important every detail of your experience is to all of us.

We are very grateful and proud of the sponsorship provided by The Niello Company, an organization whose integrity and enthusiasm for all things automotive is evident in all they do. Rick Niello has been such a tremendous support to this event; and we so appreciate all that his Company does for 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. Attendees always comment on the beauty and serenity of this Concours location. It truly is spectacular.

We are thankful for our children and the friendships that have developed in our Concours family, and we are humbled by their generous support. This event has been a true labor of love and a monumental effort by so many people such as our Advisory Board, event day volunteers, and the many friends who support us in every stage of bringing to the green

what you are enjoying today. Please know that all of you are appreciated beyond any expressed words we could say. Our gratitude is truly heartfelt and genuine.

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 today; in turn, we proudly support their Lord's Gym Outreach Sports Center.

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 motor car owners who have taken the time to prepare their works of art and bring them here to share with all of us today.

Most importantly, we thank God for the strength He gives us and the miracles He performs for this event each and every year. Moment by moment, effort by effort, as each dream is brought to fruition, it is so exciting to see all the pieces come together on event day.

We understand that the premise of a Concours is celebrating the motor car. But with this event we feel that it is really about the people that we meet and get to know along the way. Realizing how the automobile is such a huge part of people's lives; such as memories of a car in their past as they grew up. It really is true..."the car is the only thing that can take you from point A to B but also take you back in time".

Sincerely,

Brian & Michele

Event Organizers



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Classic

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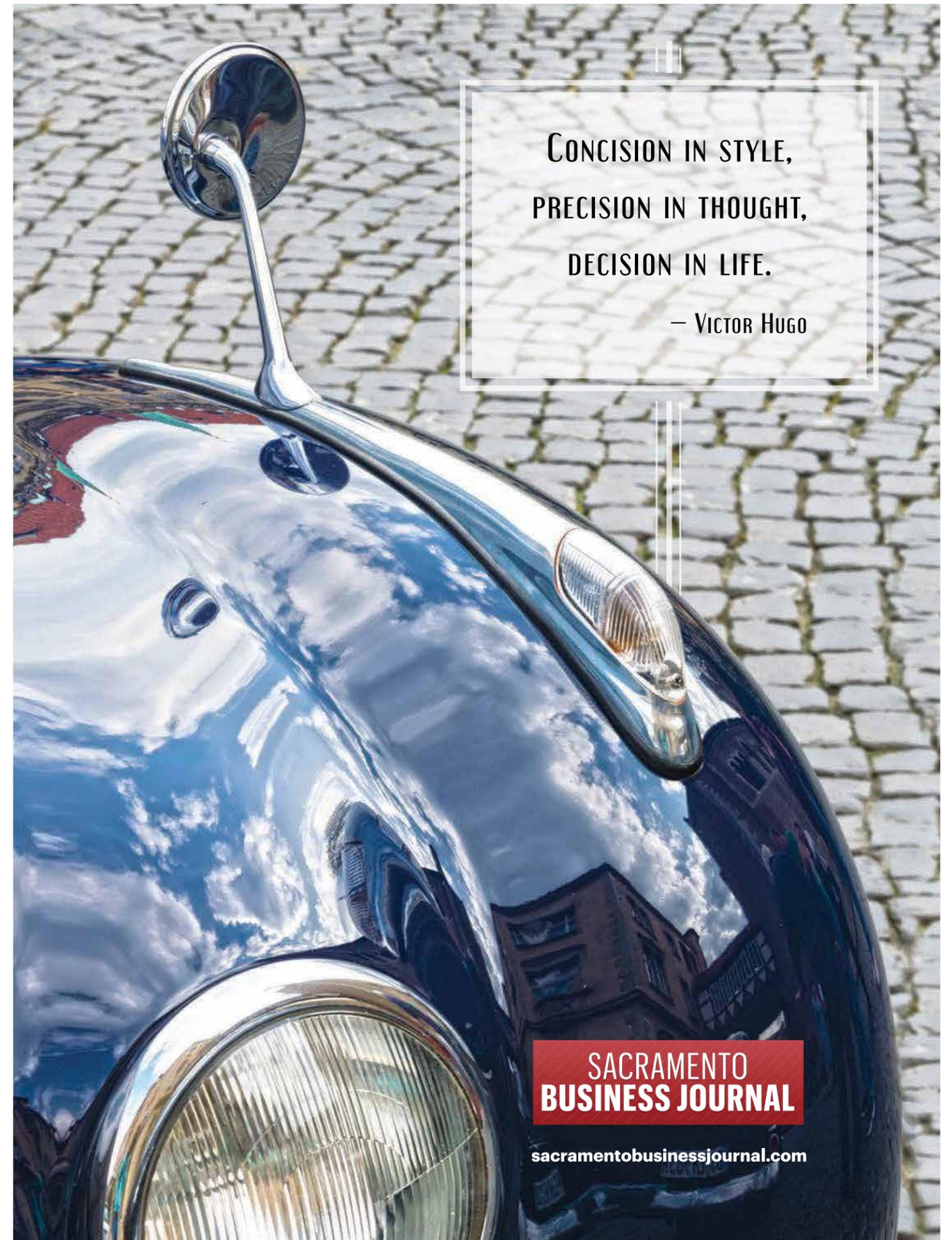
COVER PHOTO
Valerie Febre Yap

The 1935 Packard Convertible Sedan Model 137 on this year's cover was purchased by The Niello Company to honor the Packard dealership in San Francisco that Rick Niello's grandfather started in 1921. It was their first foray into the automotive business.

PRODUCTION
Premier Concours Promotions, Inc.

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WELCOME FROM RICK NIELLO



With great pride, I welcome you to the Niello Concours at Serrano. I find it hard to believe we are celebrating our 14th year, and yet each year seems to be bigger, better and more abundant than the previous. For that, I thank Brian and Michele Moore for their time and commitment year-round to this incredibly special event. Their passion for an unprecedented guest experience is just one of the many things The Niello Company and Premier Concours Promotions have in common and why we continue to support this extraordinary event year in and year out.

This year, we celebrate the Era of Elegance featuring classics from 1915 to 1948. I was delighted to see the 1935 Packard grace the cover of the 2017 Niello Concours at Serrano program. This beautiful vehicle truly represents the tone of the day showcasing the best of the best from the early 20th century.

The Niello Company was created during this same time period. Now in our 96th year of business, the company continues to grow and evolve. We are over 700 employees strong and represent twelve of the finest marques in the world. With locations throughout the greater Sacramento area, and surrounding regions, our brands include; Acura, Alfa Romeo, Audi, BMW, Infiniti, Jaguar, Land Rover, Maserati, Porsche, MINI, Volkswagen and Volvo.

Today on the grounds, we offer a multitude of automotive opportunities for you to experience. Under the oaks at the VIP Pavilion, you will find the latest offerings from BMW with a stunning showcase of both the history of the brand and a look into the future, including the chance to get behind the wheel of the all-new 5 series. Near the covered bridge, Niello Alfa Romeo is offering a Ride & Drive Experience featuring all things Italian including the all-new Stelvio, an SUV inspired by the sport heritage of Alfa Romeo. At the Niello Acura Lounge on the green, there is an exclusive opportunity to drive the revolutionary Acura NSX, the *Road & Track* 2017 Performance Car of the Year. And new to the patio this year, The Niello Company is proudly displaying vehicles from the Classic Collection all of which are recent winners of various awards in the Concours on the Avenue in Carmel-by-the-Sea; a 1947 Ford Woody, a 1961 Jaguar E-Type and a perfectly restored 1957 Chevy Bel Air.

I sincerely hope you enjoy your day on the green and all the event has to offer.

Best regards,

Rick Niello

President, The Niello Company



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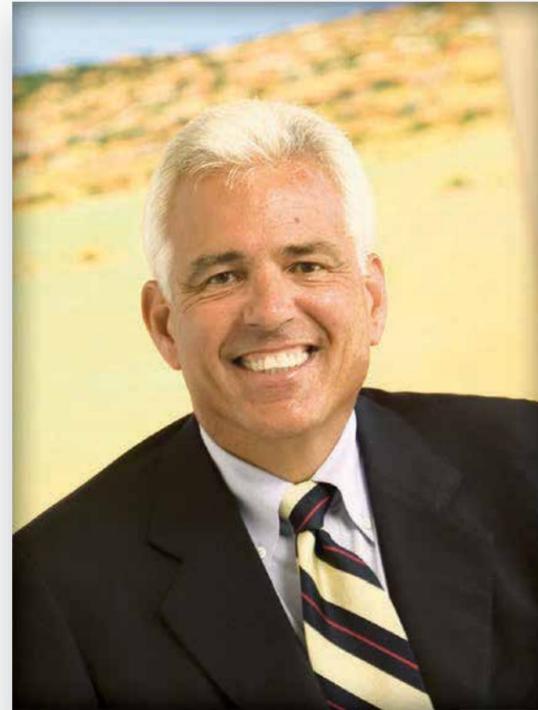


Niello BMW Sacramento

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bmw.niello.com
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WELCOME FROM BILL PARKER



Welcome from Bill Parker

We want to thank you for coming out for the 14th year of the Niello Concours at Serrano. In addition to the exquisite and unique array of automobiles presented by car owners and the Niello Company, this exceptional event offers you an opportunity to experience our beautiful community, and the lifestyle that our El Dorado Hills residents love and appreciate.

Whether you are a resident of Serrano, or have traveled from around the world to see some of the world's finest autos, we welcome you to enjoy the local cuisine, fashion show, entertainment and fine wines.

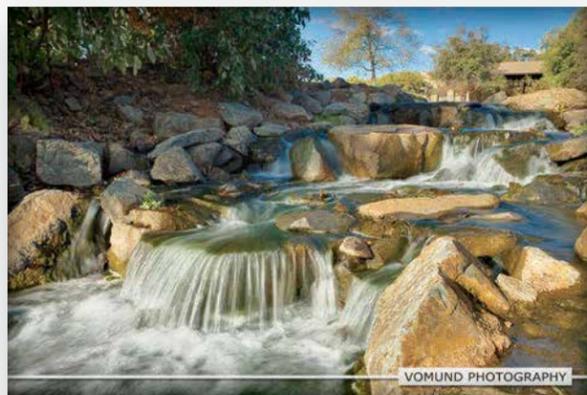
Each year, my family and I are honored to be a part of this event, and look forward to sharing it with our community members and friends. Our partnership with The Niello Company and the event owners, Michele and Brian Moore of Premier Concours Promotions, is one we treasure.

Enjoy the day, and we hope to see you here in the community again soon.

Very truly yours,

Bill Parker

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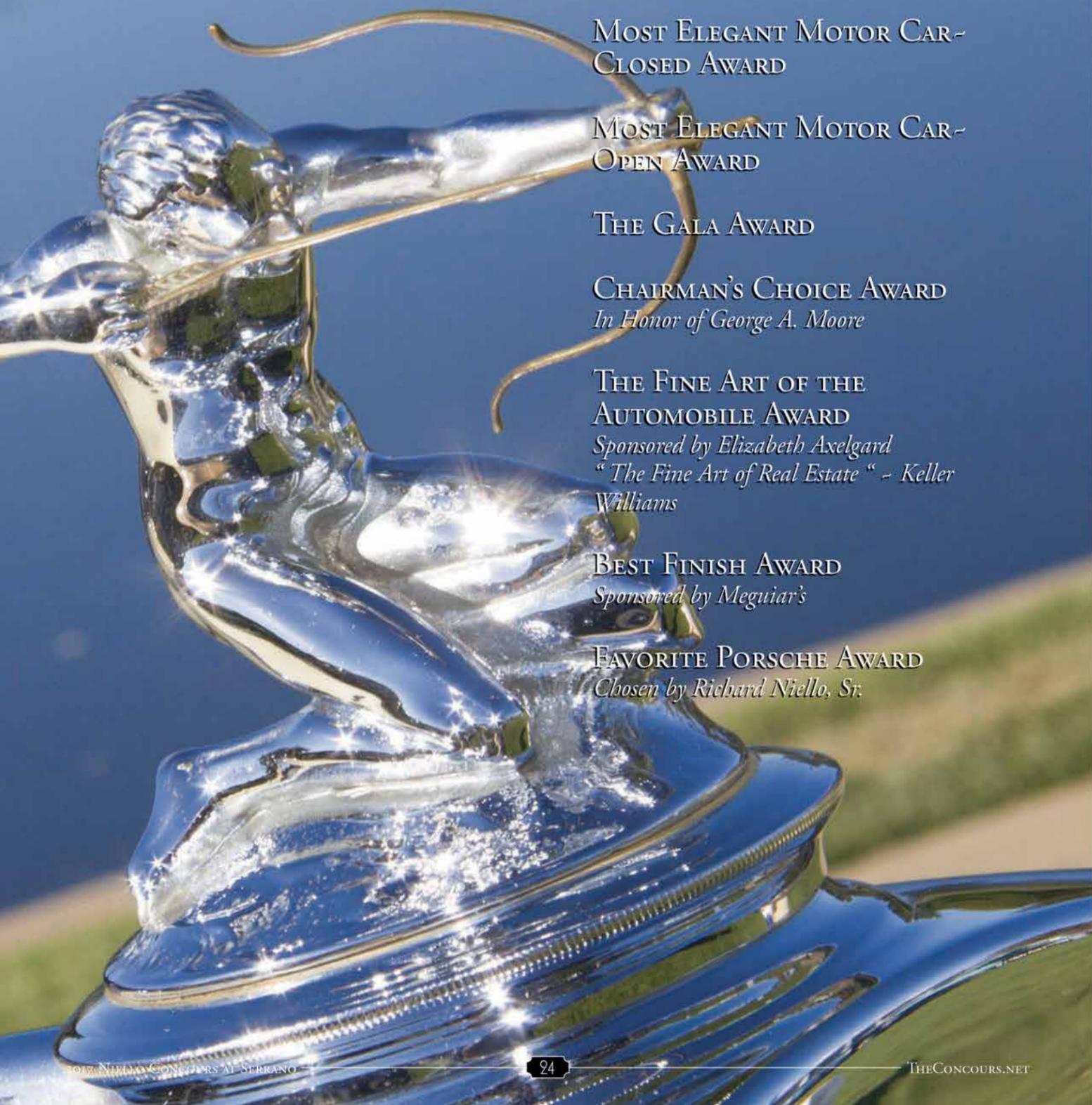
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EVOLUTION OF THE CONCOURS D'ELEGANCE

by Judy Bravo

The French may have a word for it, but the beginnings of the Concours d' Elegance are rooted firmly in ancient Rome where chariot drivers paraded around the arenas in their highly prized chariots with decorated harnesses and magnificently adorned horses. When the automobile replaced the horse-drawn carriage, an area or space where the latest automobiles could be admired was known as a "Concours"— simply a gathering place wide enough to accommodate a crowd. Here autos could be displayed in the grand manner to please the elite of the 1900's to whom style was of prime importance.

By the end of WWI, with basic engineering problems out of the way, automobile designers turned their attention to speed, comfort, and, above all, elegance. Since coachwork was produced separately from the engine and chassis, there were few constraints for design, and the resultant automobiles have never been equaled for opulence or aesthetic appeal. In both Europe and the United States, people of wealth were eager to spend lavishly on these exciting machines.

In a shrewd move to attract elite clientele, hoteliers at exclusive European resorts held competitions for these

stylish cars. The result was a series of annual and semi-annual Concours in which cars were "judged" on their style, engineering, and aesthetic appeal. The cars were all new and all the best money could buy. Hence, drivers added still another variable by dressing appropriately to the styles of their automobiles. Judges were asked to weigh the total, overall effect of the creative entries in those contests of elegance.

The Great Depression put an end to the Concours events that had been so enjoyable for both entrants and spectators alike. Fortunately, the end of WWII produced a tremendous interest both in the collecting and the restoring of antique and classic cars. Informal concours were held once more, and in 1951 a full-blown Concours d'Elegance was held at Del Monte Lodge in Pebble Beach for mixed makes of cars from the West Coast. This pivotal show served as the model for Concours's to come.

In the modern Concours d'Elegance, strict judging takes into consideration historical significance, presentation, appearance, authority, and the restored or original condition of each vehicle. The engine, chassis, interior and exterior of each car are inspected. The owner must start the entry, move it forward and backward (if space allows), and turn on lights, turn signals, and brake lights. Windows must be put up and down; doors opened and closed.

Each entry begins with a perfect score of 100 points. Judges deduct one to five points for any flaw found depending on its severity. The entry with the highest score in each class wins first place. In an SCCA-sanctioned Concours, a vehicle must have at least 80 points to win first place, 60 points to win second, and 50 to take third. Often only a point or two separates winners. The "Best of Show" is chosen from the first place winners in all classes but the Honorary Judges' award is chosen from the entire field by a group of dignitaries and enthusiasts. Let the show begin!



2017 HONORARY JUDGES

CHRIS BOCK

*Chief Judge – Pebble Beach Concours d'Elegance
Chairman of Classification Committee – CCCA*

TOM BOUTOS

Owner – Superior Metal Craft

JESSE BRAVO

Owner – Bravo Images

MARTIN CAMSEY

*Vice President and Chief Financial Officer
The Niello Company*

JOANN KURTYAK

Advertising Director – Sacramento Business Journal

TOM MATANO

*Executive Director of the School of Industrial Design
Academy of Art University*

TIMOTHY P. MCGRANE

Executive Director – Blackhawk Automotive Museum

DAN MITCHINSIN

Radio Host – KFBK

RICHARD NIELLO, SR.

Founder – The Niello Company

CHRISTIAN SIMON

General Manager – Lexus of Sacramento

DAVID SOBON

Owner – David Sobon Auctions

CHARLES W. TRAINOR

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HOW DID ELEGANCE SURVIVE?

by Frank Weismantel



“You never see further than your headlights will allow but you can still make the whole trip that way”. A quote from that famous philosopher “Unknown”. I’ve always loved that quote and can’t help but think

how much it describes how society maintained its long time love affair with the way that automobiles became a staple of how we began to see beauty and elegance after a terrible war, terrible depression and general malaise of the world. People never gave up on revering beauty, elegance and class, no matter how dismal the environment became. How is it that automobiles became such an important part of our daily lives, providing so very much more than mere transportation?

Around 1919, the world was ready to “turn its headlights back on”. The war was over and the Roaring Twenties were just about to take flight. The boys were back from war, the Flappers were beginning to dominate the dance floors and the world was ready to get back to the serious business of being happy. Also, the world’s leaders were once again ready to start ordering any number of custom built luxury vehicles in order to reestablish the tarnished image of their status and performance. Since the world was suddenly flush with postwar cash, the automobile business took off again at high speed (Pun intended).

The world was primed for growth and recovery. WWI ended in 1918 and for the next ten years the

world steamed ahead at full throttle until the bottom fell out of the global economy. Prosperity and progress stalled again. From 1929 to 1939, society once again faced bitter challenges and refocused itself on survival. Much

like the global automobile industry. Who would survive and who would thrive?

To add insult to injury, the United States government felt it necessary to ban alcohol from 1920 to 1933. Society welcomed its newest media darlings, the Bootleggers. These guys were virtually Rock Stars who wore white silk suits, drove the fanciest automobiles and pretty much ran major cities as if they were the Mayors and Governors.

Everyone wanted to be like these guys who drove the fanciest and most desirable vehicles. Nothing as common as Fords, Chevys or even Rolls-Royces, they would flash huge rolls of cash when they drove up in magnificent Bugatti’s and Duesenberg’s. Nothing mass produced for these guys. Most of what they drove was built to order and was a “One Off”. When you have more cash than the President, you can have your car built to your specification. The Pre-World War II era saw more custom and coach built vehicles than ever before, all built by people who simply didn’t realize that what they were doing was impossible. They just did it. The world was on fire but this was the launch of the

Coach Built Automobile era, perhaps the most daring and design focused time ever. Nothing in modern times matches up with the beauty and scope of the cars we built during those hardest of times.

The depression raged. Most of the world was financially devastated. Regardless, things were going great for the upper class, perhaps as long as their business was illegal. The legal (and especially the automotive) world wasn’t doing so well. Basically, during and soon after the depression, cars weren’t selling well, to say the least. However, there were thousands of unsold chassis all around the world and the coach builders were able to pick the cream of the crop upon which to base their most spectacular dreams. They could get a Rolls-Royce or Cadillac V-12 equipped chassis for a pittance and go back to the studio (Factory is so gauche a word) and start building their dream machines. In fact most of their machines were indeed the product of someone’s dream. That’s mainly why there are so many automobiles built with such incredibly different designs, built by so many boutique builders who frequently disappeared with little or no fanfare. The designers moved on from new coach builder to new coach builder. The artists thrived while the manufacturers died.

The motor cars that came to us from the pre-World War II era were simply amazing. While Ford, Chevrolet, Dodge and many other mass production manufacturers grew into the financial giants we know today, there were a surprisingly large amount of tiny “boutique” design and build houses that turned the dreams of many, many automobile aficionados into reality (As long as they could afford to provide the necessary patronage \$\$ to the

designers.) Most custom coach built automobile buyers were actually little more than artistic patrons to many of the DaVinci’s of their time. Some of the most respected names come from the 1920’s. Designers like Mr. Georges Paulin who penned some of the first “Aero” designs where sheet metal actually appeared to “Flow” instead of be shaped in right angles. Also, Mr. Giovanni Savonuzzi, famous for designing both the early Ghia coupes and, of all things the Chrysler Turbine automobile, created in the later years of his career. The list is both long and very incomplete. Some of our most memorable designs come from “one hit wonders” who designed a single custom automobile and disappeared back into the world of sculpture, painting and other creative disciplines.

Frequently, if a potential customer saw an automobile that he just had to have, there was no actual manufacturer to visit for a chat. The buyer had to do lots of research to both learn who the designer was and where he was plying his wares at that moment. After WW II, the new strategy was for designers to simply open “Design Houses” very similar to today’s modern designers Pininfarina and Stile Bertone, a pair of the most famous design houses of our time. Regardless, designers rarely aligned themselves with a single manufacturer. They had to be masters of evaluating chassis and raw materials from a variety of sources and thus craft highly specialized “Dream Machines” that were literally the embodiment of a patrons dream. Hence today’s lexicon that we have the twenties and thirties to thank. They gave us the real “Dream Machines”. So, let us all commence to “Dream On”!

CARS BETWEEN THE WARS

by Judy Bravo

To truly appreciate the glorious motor vehicles that represent that very singular era of history that lies between the two World Wars, car buffs must first understand the confluence of forces that together pushed automobiles onto the road taken.

First, there is the tremendous impact of the First World War itself upon both the American and the European automotive industries. Beginning in 1914, the War soon forced the Allies, composed of Great Britain, France, and Russia to turn all automotive plants over to War production. They were joined later by the United States, Italy, and Japan. The French and British factories could not meet their own needs; and the United States became the great supplier of the Allies, shipping many thousands of automobiles across the Atlantic.

All Europe took note that by this time American design had surpassed that of its own vehicles. By 1915 the V8 Cadillacs and the V12 Packards were challenging the most expensive European marques. While the War had halted private car production, its urgency had pushed technical development to breakneck speed. Greater advancement was achieved in the four years between 1914 and 1918 than had been accomplished by the automobile industry within the past two decades. Aircraft production was the key, and when its engine technology was applied to post-War products, a new generation of automobiles appeared. Marques on both sides of the Atlantic benefited from knowledge gleaned from aircraft engine production.

The War influenced another, much more subtle change in post-War automobiles than the obvious one just

discussed. This other one was the result of the War's enormous impact on people's attitudes, and, in turn on their maturity, or possibly, their immaturity. The enormity of the death and destruction coupled with the horrific suffering caused by this World War shocked its survivors into evaluating both its cost on their lives and how they wanted to live their remaining years.

Writers like Eric Maria Remarque in *All Quiet on the Western Front* and Virginia Wolfe in *Mrs. Dalloway* spoke for many. A synergistic view emerged: if there was any living to do, the time was now. The twenties roared and so did those big, beautiful automobile engines! Readers may have felt sorrow for *The Great Gatsby* but they wanted to live just like him. In their sleek, enormous sedans, even gangsters managed to look as glamorous as movie moguls. While incarcerated, one bank robber wrote to Henry Ford to tell him how much he appreciated Ford's V8 during getaways.

Clothes in general reflected the public's desire for glamour and style. The draped gowns and provocative cloches women wore looked best when emerging from elegant automobiles to enter a grand hotel or a speakeasy for a night on the town. It was, after all, the infamous Jazz Age. Suddenly cars had to be stylish, not just dependable, in order to compete with one another; and the successful marks complied beautifully.

Another important factor influencing the evolution of automobiles into grander, bigger and more road-worthy versions than had existed earlier was the construction of the Lincoln Highway connecting New York to San Francisco. Completed in 1927, this Highway encouraged

other states to build inter-city links, creating a nationwide network of roads. The country was connected as never before as America rolled into the thirties.

Upscale Marques like Packard, Peerless and Pierce-Arrow flourished in the post-War prosperity. Companies like Duesenberg were capturing a small but very affluent market. Then in October of 1929 many small automobile manufacturers were toppled by the infamous 'Crash' of the stock market, leaving only the strong to make the long climb back to prosperity. Pulling out of the worldwide Depression required that European automobiles be made smaller and more cheaply than in the past. To some degree, the same factor influenced the American market. However, the main factor in the proliferation of more adorable cars in the United States was simply the demand that overtook the industry.

The years 1932-33 heralded the beginning of the era of aerodynamic streamlining in the American marques. A prime example was the airflow model by Chrysler and Desoto with innovative features that put it ahead of the curve. In contrast, European models offered lots of sizzle but little real steak to buyers, their streamlining seduced the eye but advancements in performance took the back seat. The truth was that motorists had become snobs, turning down economy vehicles because they sported too little chrome.

Paradoxically, in America between 1930 and 1939 some of its finest cars were being produced such as the fantastic J and SJ Duesenbergs, the twin-six Packard, the Pierce Arrow, and Lincoln's top-of-the line models. Cars defined their owners. "He drives a Duesenberg,"

said it all. Any A-list of American beauties must include the V-16s of Cadillac and Marmon. American humorist George Ade put it best when he quipped, "The joys of life may be made to increase with the multiplication of the cylinders". Europe chimed in with Mercedes Benz racers, Lagondas, the Hispano-Suiza Type 68 and the Rolls Royce Phantom III.

Then on the third of September, 1939, Britain and France declared war on Nazi Germany. History repeated itself as automobile manufacturers on both sides shifted gears for the production of military vehicles. In the United States automakers began the serious task of making vehicles of war for its allies before the country formally entered the War. Production of all civilian automobiles came to an abrupt halt.

America would not see a new automobile until the end of the war in 1945; and when it did, many of the welcomed vehicles sported no chrome at all but simple painted bumpers. The returning G.I.s and the lack of production during the war created a huge need for automobiles in America.

On both sides of the Atlantic automakers responded to the pressing demand by using basically prewar designs and tooling that could be gotten quickly into production and on to showroom floors, although Rolls-Royce would go on to benefit greatly from lessons learned from the making of airplane engines. The 1950's would bring great changes to marques on both sides of "the pond", but that very special era, that time between the two Great Wars would remain in the minds of many autophiles as the Golden Age of motoring.

THE PICTURE OF ELEGANCE



The 1933 Cadillac V-16 All-Weather Phaeton shown at the 2017 Niello Concours at Serrano by owner Steve Marini of Danville is the epitome of the Era of Elegance we are celebrating at this year's event. This car is one of eight of its kind ever produced, a special order from the Cadillac factory, and is the last original documented known to exist. Let's get to know this car a little better as it truly is a rarity.

According to the factory build sheet, the Marini's Cadillac was ordered by the Providence, Rhode Island branch and subsequently taken to New York. It took Fleetwood sixteen weeks to construct these behemoths, and at \$8,000, it was the most expensive car in the Cadillac lineup (twice the price of the eight-cylinder All Weather Phaeton). For that sum, the new owner received, among other things, a personalized dash plaque giving his name and car number, #139 in this case.

This car, V-16 #139, was purchased and remained in the resort town of Cape May, New Jersey, where it avoided the scrap drives of WWII and 1950's chop shops. The elegant motorcar reportedly sat in a barn with its hood sticking out into the elements (no doubt due to its locomotive-sized length). In the sixties, avid Cadillac collector Joseph Albanese tried to buy it from its owner, who refused to sell. In 1979, according to registries from the Cadillac LaSalle Club, the car was in the collection of Gifford F. Osborne. Mr. Osborne owned, among his many multi-cylinder cars, six V-16s. In June 1989, this car was auctioned for \$315,000, needing

"total restoration" and showing a low, 52,725 miles. The high bidder was noted collector and restorer, Fred W. Weber of St. Lewis, who bought and restored V-16 #139. In a 2016 interview, Mr. Weber reported, "We took it down to the bare frame. Took it apart completely. We followed the original car to the letter. It emerged exactly as-built by Cadillac and true to the car's build sheet."

The beauty of Mr. Weber's restoration was confirmed by a first place prize in Class E at the 1992 Pebble Beach Concours d'Elegance. Afterwards the Fleetwood was sold to Robert Pass (Passport Transport), Bret Hall, Garth Butcher (hockey players) and Bruce McCall (noted collector). In 1993, it was again sold to well-known collector and co-founder of Meadowbrook Concours, Bill Chorkey. Carmine Zeccardi of Englewood Cliffs, NJ purchased the car after Chorley's death in 2001. In 2004, noted collector Steve Plunkett of London, Ontario purchased the V-16 for \$550,000 through RM Auctions and showcased it in his famous "Fleetwood Salon" with his other outstanding V-16 automobiles. In 2016, #139 was sold to Morgan Murphy of Birmingham, Alabama, who then passed it on to its current "caretaker" noted collector, Steve A. Marini of Danville, California.

The meticulous restoration, as well as records kept on the car's history, reflect the passion the owner and those before him have for this automobile. Visit this rarity on the green at the Niello Concours at Serrano.



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THE ENDURING ELEGANCE OF CADILLAC

By Judy Bravo

Even a man of great vision such as the French explorer Antoine de la Mothe Cadillac who founded Detroit in 1701 as a fur trading center could not foresee that his name would be linked forever in history with a vehicle that would bring both prosperity and recognition to his city. Two hundred years later another man of vision would inspire the creation of the Cadillac Automobile Company.

That visionary was Henry Martyn Leland, a skilled and highly principled toolmaker who owned Leland and Foulconer Manufacturing Company in Detroit. Lumber baron William H. Murphy consulted with Leland when a young mechanic named Henry Ford pulled out of the new automobile firm Murphy and his associates had backed with their own capital. Leland encouraged Murphy to go ahead with the fledgling car company, using a horizontal single-cylinder engine designed at Leland's own plant by Lanson Brush. Wisely, Murphy and his partners heeded Leland's advice and reorganized their firm as the Cadillac Automobile Company. Two years later that firm merged with Leland and Foulconer to become the Cadillac Motor Car Company. With Leland in the driver's seat as president, the first Cadillac was completed in October of 1902 and was showcased at the New York Automobile Show of 1903.

In 1908 Cadillac earned its place in the automotive industry's Hall of Fame with its model K, a two-seater light runabout. With a dramatic demonstration at Brooklands' racetrack in Britain,

the Cadillac proved its claim that its cars were made of parts that were entirely interchangeable. Until then, auto enthusiasts took for granted that hand-fitting would always be necessary when replacing old auto parts with new ones. At the urging of Frederick Bennett, England's importer of Cadillacs, officials of the Royal Automobile Club picked three new Cadillacs at random, had them disassembled by official mechanics, mixed up the parts, threw in some new ones for good measure, and then requested three Model K's be assembled again. The reassembled vehicles ran 500 miles at Brooklands without the slightest problem. One of the three, selected by the RAC, won its class in the 2000 mile Reliability Trial of 1908. Cadillac was awarded the coveted Dewar Trophy that year for the greatest advance made by any motorcar. Cadillac's growing reputation convinced the legendary William Crapo Durant of Flint, Michigan, to include the marque in General Motors Company in 1909. Happily, Cadillac's high standards set by Henry Leland and his son Durant were not lowered in any way by the association. Cadillac continued to build "the most moderately priced strictly high-grade motor car in the world".

In 1912 Cadillac made automobile history when it was awarded a second Dewar Trophy for advances in electronics. Cadillac in conjunction with Charles Kettering's Delco Laboratories produced the first practical electrical system encompassing ignition,

lighting and a self-starting system. This became the prototype for all such systems developed since. Next the innovative Kettering built a V8-powered car that convinced Leland that this was Cadillac's direction for the future. The standard Cadillac engine of 1915, the 5150cc V8, 70 horsepower strong, was both a commercial and a technical success. Interestingly it was "engines" that led to the Lelands' departure from Cadillac at the time of WWI. The Lelands insisted that Durant halt car production to convert to production of the new Liberty airplane engine. When Durant refused, the Lelands left to start the Lincoln Motor Company that would become Cadillac's most important competition.

In 1925 Lawrence Fisher of the famous coach-building Fisher brothers took the helm of Cadillac and had a strong impact on the marque. One of his first achievements was an expansion program that allowed 47,420 cars to be produced in 1927. With the introduction of a new V8 in a small-bore five-liter size, Cadillac welcomed a smaller companion car into its stable called the La Salle. This new marque was the catalyst that led Fisher to hire a young Californian car designer, Harley Earl, to give shape and style to the La Salle. The new marque met its match with the Depression and the last LaSalle rolled off the assembly line in 1940.

The innovative designer stayed, however; and in 1941 Earl along with Bill Mitchell, a brilliant young designer from the Cadillac Studio, put a horizontal

rectilinear egg-crate grille design on the front of Cadillacs, which the company has incorporated into its design ever since. Earl and his brilliant team, inspired by Lockheed's Lightning interceptor, added tail fins to Cadillac's singular style in 1948.

For the 21st century Cadillac ushered in a new design philosophy called "Art and Science" which incorporates sharp forms and crisp edges. This design with an emphasis on technology informed the original CTS model and spread to the Cadillac XLR roadster. The Cadillac V-Series is the name of high performance vehicles tuned by the GM Performance Division specifically for the marque. Models in the V-Series include the CTS-V coupe, sedan and wagon. Most V-Series Cadillacs feature high-performance V-8 engines wedded to manual six speed transmissions or automatic transmissions.

It seems that the "V" that Cadillac has inserted in its model classifications stands for VITALITY. In 2017, Cadillac has enjoyed the biggest surge of all of the worlds booming premium-car companies. Cadillac sales are growing at the fastest clip since the eighties and the buyers are half a world away from Detroit. Chinese buyers are recognizing Cadillac for the luxury it has always been. The pundits say that the Chinese believe that ownership of the elegant marque sets them apart from the masses, giving them a greatly coveted distinction. Once again history repeats itself. Long may this esteemed brand go on re-inventing itself for the ever-changing tastes of this world!



1933 Chrysler Imperial C. C. Sedan - Owned by Lorenzo Nannin

FIRST CLASS TRAVEL AT A THRIFTY MAN'S PRICE
 CHRYSLER IN THE ERA OF ELEGANCE

Walter P. Chrysler was, at heart, a virtuoso machinist with an unquenchable thirst to create. Whether designing and assembling the most innovative automobile of his day or hand-picking the crackerjack team who would build it, his life was about precision, style, power and performance in all aspects. "Had I been Aladdin," he wrote, "I am certain that after just one wish or two, I'd have taken that old lamp apart to see if I could make another, better lamp."

Chrysler was founded on June 6, 1925, when the Maxwell Motor Company (est. 1904) was re-organized into the Chrysler Corporation. Walter Chrysler had originally arrived at the ailing Maxwell-Chalmers company in the early 1920s, having been hired to take over and overhaul the company's troubled operations, just after a similar rescue job at the Willys car company. In late 1923 production of the Chalmers automobile was ended.

Chrysler teamed up with three ex-Studebaker engineers, Fred Zeder, Owen Skelton and Carl Breer, to design a revolutionary new car. They defined what the products of the Chrysler brand would be—affordable "luxury" vehicles known for innovative, top-flight engineering.

The first was the 1924 Chrysler Six, an all-new car priced at \$1,565 that featured two significant innovations—a light, powerful, high-compression six-cylinder engine and the first-time four-wheel hydraulic brakes which

were standard on a passenger car. The well-equipped Chrysler Six also featured aluminum pistons, replaceable oil and air filters, full-pressure lubrication, tubular front axles, shock absorbers and indirect interior lighting.

Within a decade of its founding, Chrysler Corporation's leadership in innovation had earned for it the label of Detroit's "engineering company." Chrysler's list of early automotive "firsts" included Floating Power (a new method of mounting engines to isolate vibration), replaceable oil filters, downdraft carburetors and one-piece curved windshields.

Chrysler entered a higher level of competition with its richly appointed Imperial series. With a custom-built body from LeBaron or Briggs, a 145-inch-wheelbase chassis, a 125-horsepower engine and a price tag of \$3,145, a typical Imperial of the early 1930s rivaled a Duesenberg in style, but cost only about a third as much!

It is an interesting story how a Kansas prairie machinist who spent the first thirty-seven years of his life in the railroad industry, ascended to founding the eponymous Chrysler Corporation. This brand, with its ambitious American ingenuity, continues to stand for substance and style. At its core are the hallmarks of quality, design, craftsmanship, performance, efficiency, innovation and technology, all at a very affordable price.



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On the Green TODAY

Even in an era jaded by hyperboles this 1937 Cord 812 super-charged Phaeton with its rare rear-mounted spare tire, shown by its proud owner Dr. Marilyn Waiton today, is truly a "show stopper". Use of that old phrase feels appropriate for this stunning automobile that was custom built for Al Jolson, acclaimed by many as the world's greatest entertainer of all time.

Both Cord and Jolson hit their peaks in the 1930's, but that's only part of the story. Dr. Waiton's father, George Pentland, then an engineer at Lockheed, fell in love with the Cord the first time he saw it. He was able to purchase the rare vehicle from the entertainer in 1940. His wise family has retained it ever since and then directed a six year restoration that was completed in 2017.

Considered by many auto aficionados to be one of the most beautiful cars ever built, this convertible phaeton was designed by Gordon Buehrig with a Schwitzer-Cummins supercharger enabling the mean maximum speed of 98.9-101 mph. With its radical "coffin" hood, concealed headlights, a rear mounted spare tire and lack of a running board, the Cord was ahead of its time.

Mechanically the model sported front wheel drive, independent front suspension, electric vacuum fingertip control shifting, exhaust at the top of the engine and

1937 CORD 812 PHAETON
Owned by Marilyn Waiton
of Los Gatos, California



routed through chrome pipes and a Lycoming aluminum "L-head" V-8, 190 HP engine. No wonder the Lockheed engineer had to have it! Visit this rarity on the green today.

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CORD THE CAR AND CORD THE MAN

by Josh B. Malks

The Cord automobile is named for Errett Lobban Cord, a young industrialist of the 1930s. Interestingly, the car is probably the least of Mr. Cord's accomplishments. But it is by far the best known.

After a successful career as a car salesman in the early 1920s, Cord was brought to Auburn, Indiana in 1924 at age of 30 to rescue the floundering Auburn Automobile Company, then owned by a group of Chicago investors which included chewing gum mogul William K. Wrigley, Jr. Cord struck a deal with the investors that included 20 percent of the profits, options to buy all common stock, and total decision-making control. In the next five years, Cord turned the Auburn Automobile Company around. As Auburn sales soared, Cord realized he could not compete with the giants of auto making, so he looked for the right niche for his company. "If you can't be the biggest, it pays to be different", he said. This philosophy helped to spawn some of America's best-known classic cars.

Cord bought the passenger car patent and manufacturing rights to the front-wheel-drive designs of race car designer Harry Miller in the fall of 1926. Miller's designs were unusable in passenger cars, and Cord brought Cornelius W. Van Ranst to manage the project. Van Ranst was a gifted engineer and former Indianapolis 500 driver, and he solved many of the problems associated with the new front-wheel-drive car.

Cord's namesake creation wanted stunning good looks to match its mechanical innovations. Alan H. Leamy, Auburn's chief stylist, created a masterpiece of automotive grace and proportion. An advertising firm created the

Cord "family crest" as a logo to crown the finished car.

Available as a sedan, cabriolet, phaeton and brougham, the line was introduced in June 1929. The makers called it "Cord Front Drive". Enthusiasts call it "L-29". By either name it was the first American front-wheel-drive production car available to the public. The price ranged from \$3,095 to \$3,295, putting the L-29 in the same class as Cadillac, Packard and the Chrysler Imperial. Sales were brisk as summer faded into fall.

The stock market crashed in October 1929, and overnight most of the potential buyers of the sensational new Cord were financially obliterated. L-29 production in Auburn, Indiana, came to a halt in December 1931. A manufacturing span of 31 months produced a total run of barely 5,000 cars.

Sales of the luxury Duesenberg automobile, another product of the Auburn Automobile Company, were at a virtual standstill. In 1934 the company pondered a "baby Duesenberg" to appeal to a wider audience. Young Gordon M. Buehrig, who had earlier been Duesenberg's chief stylist, was enticed back from General Motors to work on a prototype. It was to be a conventional rear-wheel-drive car with a straight-eight engine, but with what company president Harold Ames called a "trick body". Buehrig produced, but the striking prototype never saw production.

Instead, it was transferred to the parent Auburn Automobile Company and provided the styling seeds for a technically advanced automobile with a V-8 Lycoming engine, front-wheel drive, independent front suspension



and a ground-breaking unit body. Buehrig and his team, which included the precociously talented Vincent E. Gardner, created a unique and timeless shape to envelope the avant-garde mechanics. The Cord Model 810 was born.

The company was desperate to introduce the new car at the New York Auto Show in November 1935. Every employee in engineering and design worked long hours to meet the deadline, even as the Auburn car was facing extinction. Legendary are the tales of the breathless dash to prepare enough cars to participate in the obligatory New York, Chicago and Los Angeles auto shows of late 1935.

At the auto shows frantic crowds are said to have stood disrespectfully on the bumpers of other makes of cars to get a first glimpse of the all-new Cord. The products of the tiny company got a disproportionate amount of space in every newspaper and magazine article about the new cars for 1936.

Orders poured in at the shows and the company promised delivery by Christmas 1935. The cars would be built at its Connersville, Indiana factory. However, the car and its assembly had typical teething problems, delaying production until the middle of February 1936. Many impatient customers withdrew their orders, and the ones who waited received a car with issues. In the rush to meet production schedules, Cord engineers didn't have the time to correct the car's flaws, such as engine vapor lock, noisy universal joints and recalcitrant shifting. The Cord 810 quickly acquired a reputation as a troublesome car.

For 1937, customers were offered an optional supercharged engine and a long wheelbase Custom series. The Switzer-Cummins Company of Indianapolis provided the supercharger, which greatly enhanced the Cord's acceleration and top speed capabilities. (In September 1937 a Cord sedan set AAA-sanctioned speed records that stood until 1953.) Supercharged Cords could be identified by the external exhaust pipes protruding from the sides of the hood and running through the fenders. (Since then some originally unsupercharged cars have had the pipes added because it increases the value when sold.)

No Auburns were offered in 1937 and the last Cord rolled off the assembly line in August. Production of the Cord 810/812 reached a total of about 3,000 cars.

The Cord's fascinating "look" has never lost its appeal. It has been exhibited at the Museum of Modern Art in New York as one of the eight finest designs ever. The Cord was the icon of the Brooklyn Museum's exhibition "The Machine Age". In 2009 twenty international car stylists were asked to name the most beautiful car ever built. The Cord was number 4 – the only American car on the list and the only pre-World War II one. And Forbes magazine, in its special issue commemorating the 100th anniversary of the automobile in America, named the Cord sedan "The Single Most Beautiful American Car".

THE HOLLYWOOD INFLUENCE ON THE ERA OF ELEGANCE

By Gail Mallard

Movie stars and cars have fascinated and captivated the American public since the Silver Screen first transformed our lives.

As a child, I lived for afternoons at the movies and sat riveted watching the Academy Awards in front of the television. Like many other kids, I grew up dreaming of being a Movie Star. I imagined living the glamorous life of a famous celebrity; the beautiful clothes, traveling around the world and, of course, the cars! I even fantasized riding off into the sunset; that was always one of my favorite scenes!

During the 20's and 30's there were two industries which flourished; the automobile and the film industries. The film industry went through many new innovations. A definitive moment in movies was the introduction of sound.

The first talkie on October 6, 1927, *The Jazz Singer*, marked the end of the Silent Film Era. Adding sound to pictures brought the moviegoers closer to "real life" up on the silver screen. But movies at that time weren't just about the film; it was an event. The movie experience sent people to the movie theatre even if the movie was bad. Twenty-five cents bought an opportunity to live the life of a movie star for a few hours and a chance to escape reality. Theatres were often ornate and decorated in gold resembling beautiful palaces. The uniformed ushers and attendants in the rest rooms gave viewers the feeling of living the lifestyles of the movie stars.

The public was enthralled with the movie stars and their lives. Even driving by their fantasy homes trying to get a glimpse of a celebrity. There were photos and magazines everywhere detailing their every move. We were glued to the radio every week when gossip Louella Parsons would feed us every juicy detail of their lives, true or false. Even manufacturers caught on to America's obsession with everything about a movie star's life. For instance, Clark Gable did not wear an undershirt because of the time it took to change costumes and as a result the undershirt sales in America plummeted. We couldn't get enough of what they wore, what they ate and especially what cars they drove!

By today's standards the salaries in the 30's of such stars as James Cagney at \$12,500 per week and Bette Davis at \$4,000 per week seem small but compared to a steelworker's annual income of \$1,720 in that same era, it was enormous. It also gave America's version of royalty a rather large disposable income enabling our heroes to purchase wonderful and luxurious new automobiles.

A popular luxury car of this time was the Packard. In 1930, half of all luxury cars sold worldwide were Packards. Only a handful of the 1934 LeBaron 1106 speedsters were ever built and they sold for \$7,745. Douglas Fairbanks ordered one of these phenomenal speedsters and Carol Lombard purchased one as a gift for Clark Gable. A lover of fine automobiles, owning dozens of expensive automobiles from Duesenbergs to Packards, Gable rushed out to purchase a 1936 Lincoln-Zephyr Continental after seeing the one given to Mickey Rooney by Henry Ford. Other owners included Babe Ruth and Pablo Picasso. Clark Gable also owned the famous SSJ Duesenberg, of which only two were made. Gary Cooper the proud owner of the second.

Lincoln Continentals were also favorite rides for Hollywood stars such as Rita Hayworth. A car built specifically for the rich and famous was The Hollywood Darrin a custom Packard built by Howard "Dutch" Darrin. The long list of owners included Clark Gable, of course, Dick Powell, Tyrone Power, Errol Flynn and Al Jolson. MGM purchased a 1939 Cadillac Series 75 by Fleetwood to drive Greer Garson around to all of the movie openings and special events. The car had a custom red interior of silk and leather because Ms. Garson's favorite color was, you guessed it, red!

Today our icons drive Bentleys, Ferraris and Lamborghinis and the film industry continues to charm and beguile us. We are still absorbed in every detail of their lives and their attire, from the Red Carpet on Oscar night to bikini's at the beach. We care who is getting married, divorced or just generally making a fool of themselves. And of course, what cars they own and drive. The silver screen just gets bigger and the cars just get better. I don't think our obsession with glamour; glitz and beautiful cars will ever end.





DUESENBERG - THE DEVINE "DUESY"

By Judy Bravo

With an aura of quality unequaled by its peers, Duesenberg was an American Automobile Company active from 1913 to 1937. Originally the eponymously named company was founded in 1913 by Fred and August Duesenberg to manufacture sports cars. Self-taught engineers from Germany, the brothers' hand-made cars were soon recognized as the best being built. In 1914 Eddie Rickenbacker drove one to finish tenth at the Indianapolis 500; and the marque went on to take first in that race in 1924, 1925, and 1927. The first American to win the French Grand Prix, Jimmy Murphy, did so driving a "Duesy" at Le Mans in 1921. By then, calling anything a "duesy" implied it was an excellent example of its genre.

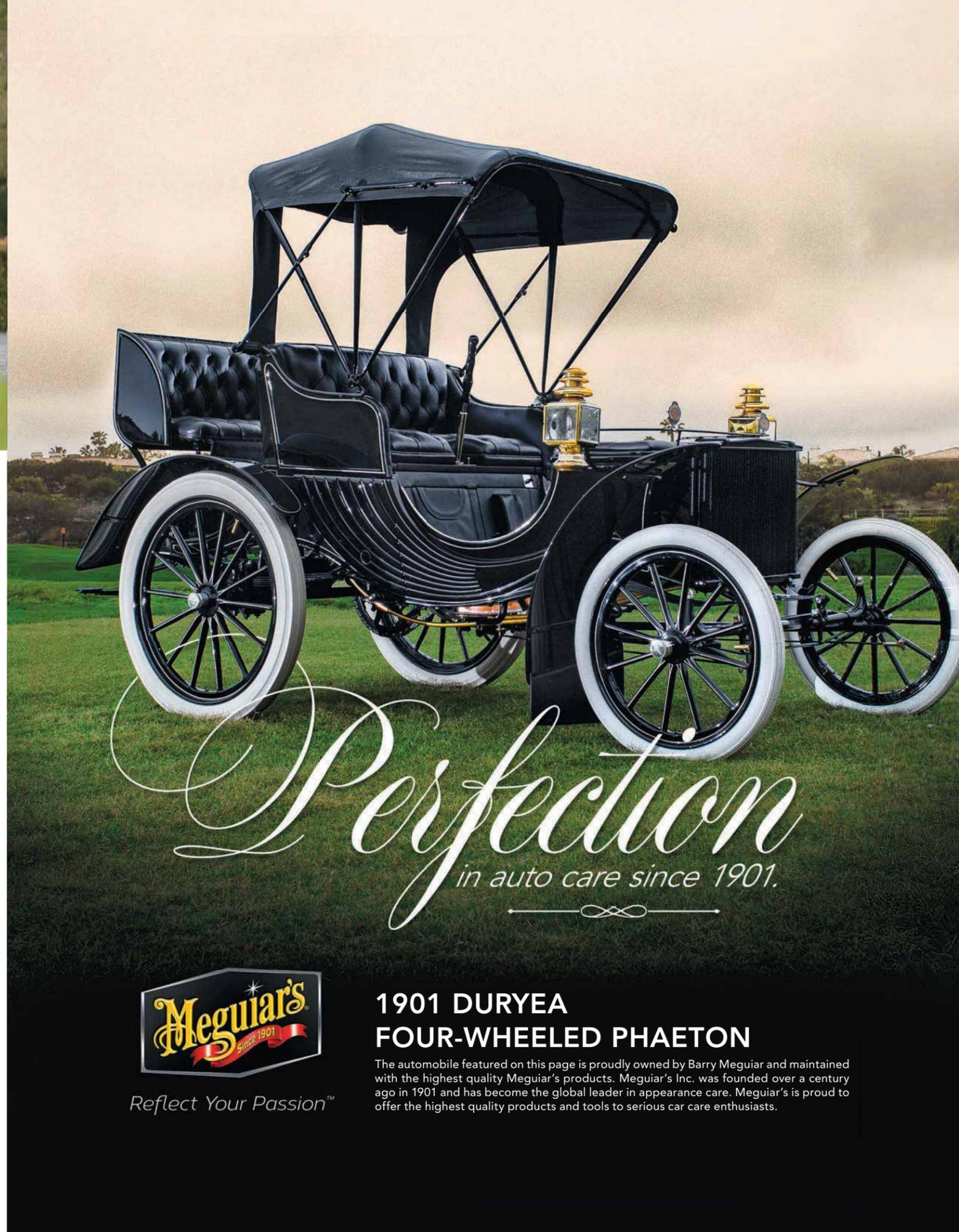
Although world-class engineers, the brothers Duesenberg were unable to market successfully their first mass-produced (667 in number) Model A car, in spite of such features as dual overhead cams, four-valve cylinder heads, and the first hydraulic brakes on a passenger car. The bankrupt company closed in 1922; and the brothers turned out only thirteen of their Model Xs in the ensuing four years.

Enter El Cord. In 1926 one of the most influential men in the history of automobile manufacturing in the form of Errett Lobban Cord entered the brothers lives to turn Duesenberg around in the other direction. Cord, at that time President of Auburn, a company he had already dramatically revitalized, purchased Duesenberg for its fine brand name and for the brothers' engineering expertise in order to produce luxury cars.

E.L. presented the brothers with a blank check and a challenge to design a chassis and engine that would be the best in the world. The resultant 1928 Model J Duesenberg in its unsupercharged form boasted 265 horsepower, a Lycoming straight-eight engine with dual overhead camshafts and a top speed of 119mph, hitting 94 mph in second gear. The bodywork came from coachbuilders in both North America and Europe; and the finished cars comprised some of the largest, grandest, most elegant cars ever created. Very expensive, the completed basic model cost \$13,500, while the top of the line model went for \$25,000 in a time when the average physician earned less than \$3,000 annually.

In 1932 the supercharged model SJ with its 320 HP Lycoming engine and a top speed of 140mph was introduced. Special bodied models achieved a one-hour sprint at 152 mph at the salt flats at Bonneville. Due to the SJ's supercharger being placed alongside its engine, exhaust pipes were extended through the side panels of its hood. These shiny exhaust tubes, creased to be bent easily, were patented by E.L. (El to his followers) and used on his supercharged Auburns and his eponymous Cords.

Duesenberg became one of the most popular marques in America, owned by the rich and famous like Clark Gable, Gary Cooper and the Duke of Windsor. Comedian Jay Leno is the proud owner of three of these magnificent machines today. With its record-breaking performance coupled with extreme opulence, the Duesenberg's advertising claim that the marque was the best in the world seems justified.



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DEFINING TIMELESS BEAUTY By Judy Bravo

Sometimes in the history of the world perfect pairings have occurred. True, these consummate couplings don't happen often; but when they do, they provide the makings of legends. Think Romeo and Juliet, Lancelot and Guinevere, Bonnie and Clyde, Seabiscuit and Red Pollard, or Picasso and paint. The case in point is movie star Delores del Rio and the 1930 Duesenberg Model J Convertible Sedan on display today at the 14th Annual Niello Concours.

Ostensibly these two icons are connected by the fact that Ms. del Rio owned this Duesenberg; however, the duo share more in common than that. Both of them hit their peaks in the 1930's and could match one another in accolades received from an adoring public. In fact, it is a testament to the Duesenberg marque that anything great or grand was often called a "doozie" (spelled various ways), a term still in use today.

Both were far more than simply paragons of beauty. When the Duesenberg Model J was introduced at the New York Auto Salon in 1928, the marque's reputation combined with the grandeur and elegance of the new model to make it the star of the show. Racing competition technology had found its way into a high-performance automobile built for public roads. The external exhaust pipes of the supercharged models would inspire generations of auto designers and remain, more than eighty years later, a symbol of power and performance.

The gorgeous red Duesenberg on the Concours's green today, J208, chassis 2228, owned by the Stephens family, also

owners of the Academy of Art University of San Francisco is especially unique because it was built with renowned Murphy convertible sedan coachwork. Always considered a prime example of the marque, the vehicle was purchased from its original owner, one J. Ryan, by Cedric Gibbons, a talented art director at MGM, who knew beauty when he saw it.

Mr. Gibbons, recognized as one of Hollywood's leading production designers, gifted his wife, the legendary Delores del Rio with the car. An excellent match! Generally thought to be the most beautiful actress of her era, she was the first Latin American movie star with international appeal. Considered a female counterpart to Rudolph Valentino, she was highly acclaimed as a fine actress as well. Gibbons and del Rio had met at a party given by William Randolph Hearst at San Simeon. Heady stuff. Delores's marriage ended with her affair with Orson Welles who later married Rita Hayworth. More heady stuff.

Perhaps the saddest split of all was del Rio from her Duesenberg. Both would go on to change hands, so to speak, many times; but neither would ever lose their classic appeal.

Ms. del Rio returned to her native Mexico where she enjoyed a long and varied career in film, radio and television. The Duesenberg with its rare body by Murphy has gone on to inspire countless aspiring automobile designers as both a model and a muse at the Academy of Art University in San Francisco.

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LINCOLN MOTOR CARS: WHO KNEW?

By Frank Weismantel

I'll bet you didn't know that Lincoln Motor Cars was born of World War I desperation and was actually formed by one of the two founders of Cadillac. Didn't think so...

So, how did this come to happen? They were a product of desperate times. Lincoln was never intended to build automobiles at all. They were actually founded in 1917 as Liberty Motors, a company whose mission was to build V-12 Aircraft Motors for World War I fighter planes and seaplanes. America was not "tooled up" for war and did not have the engines needed for the swarm of aircraft about to leave for Europe.

They needed new, powerful and reliable V-12 engines that could be built by several different manufacturers (thus, a modular design) with interchangeable parts. Liberty was formed for that single purpose and shined as a valuable resource that did much to save our troops.

Unfortunately, after the First World War, there was very little market for high performance, extremely expensive to build and maintain V-12 Aircraft engines. However, the founder of Liberty Motors just happened to be Mr. Henry Leland. Why is his name familiar you ask? I'll tell you why; He was one of the two founders of Cadillac.

When the war ended, having no market for their single product, V-12 aviation engines, Mr. Leland proposed to the board that the company start building automobiles since they already had the tooling and skilled labor needed to develop and manufacture cars. In 1920, the first Lincoln (named after the first President Mr. Leland ever voted for) rolled off the assembly line. The cars were not a hit.

Things were bleak. By the end of 1921, Liberty Motors was bankrupt and sold at the receivers' auction block. During wartime production, a relationship developed between Liberty and the largest supplier of parts for the V-12 engines. That supplier was Ford Motor Company. Ford saw great potential in Henry Leland's facilities. He didn't see great potential in the business savvy of Mr. Leland. So, he put the new Lincoln Motor Cars division of Ford under the business acumen of Mr. Edsel Ford. As President, Edsel Ford ran Lincoln for the rest of his life. Things improved almost immediately.

Lincoln was established as a premier brand. Edsel Ford was smart enough to have the chassis and drive train designed and built by his team, however, he was inspired enough to have the most respected custom coachbuilders of the era build the bodies for his cars. Thus, many

Lincolns were "one off" designs and found themselves in the driveways of the rich, royal and powerful.

Knowing the power of building a brand on a "signature design", Edsel Ford scoured the automotive design industry for a visionary designer whose work would measure up to that of the coachbuilders who were putting magnificent bodies on Lincoln chassis. Basically, Mr. Ford believed that the accepted "Coach Built" process, while selling chassis did not really develop and anchor his brand. For that he needed to build complete vehicles whose appearance never failed to cause the public to think "Lincoln" when they gazed at his vehicles. Enter Mr. E. T. "Bob" Gregorie, who just happened to be Ford's Chief Designer.

While searching the world, Edsel Ford had found his best designer right under his nose. Together, Gregoire and Edsel Ford brought the world the Lincoln Continental in 1939

and the American luxury car market changed forever. The stage was set for Lincoln to take a big bite out of the Luxury car market and Cadillac took notice. The ongoing battle for the title of Best American Luxury Car between Cadillac and Lincoln started in 1939 as Cadillac was faced with the loss of sales to this new upstart, Lincoln Motor Company.

The window between the 1939 introduction and the 1960's were golden years for Lincoln. Lincoln faced a real challenge in the years soon after WW II when Cadillac introduced bold new designs that captured the market right out of the box. Lincoln responded with new designs that stayed true to their history yet still brought real beauty and elegance to the customer. In many ways, Lincoln was more graceful in their design while Cadillac became more and more ostentatious. Only time would tell which focus, gaudy vs. understated elegance, would triumph.



PHOTO BY KIMBALL STOCK



On the Green TODAY

1928 HOLBROOK LINCOLN L FULLY COLLAPSIBLE CABRIOLET

Owned by Bill and Dee Kuettel of Capitola, California



Bill Kuettel had a dream. After going to his first Pebble Beach Concours d'Elegance in 1978, he decided that he would like to someday enter a car into this show. He just needed the car. Not having a lot of knowledge of classic automobiles he began looking for one that was worthy, but he found the price tags prohibitive. By 1988 he still had not found a car that would be Pebble Beach acceptable.

He had heard quite a bit about the marque of Lincoln through friends in a local car club and in 1988 he found out about a Lincoln Town Car that was for sale. The car had been in storage since 1944. Bill bought the car with Pebble Beach in mind; one step closer to his dream.

This particular Lincoln was purchased new in Paris, France by a Mr. Alfredo Prada. Prada was the Ambassador to Great Britain through 1932. Upon his return to the United States he was assigned to the Foreign Ministry in Washington, DC and New York City and he took the car with him for these posts.

Hans Hinrich purchased the car at an estate sale after Prada's untimely death in 1943. This beautiful vehicle was not purchased for its collector car value but as a sturdy and reliable, if somewhat unusual, work horse. The car was brought to St. Louis, Missouri and used for a couple of years to tow trailers. It was then put in storage until 1988 at which time the Kuetells purchased the car and the five year, body off, restoration was started on January 1, 1989.

When Bill Kuettel bought the car from Ludwig in 1988 it was but a shell of its former self. The body was rusted, the leather top torn, the upholstery badly water stained and the wood frame of the sixty-year-old custom body was rotting away. But it was mostly intact and it only had 44,000 miles on it. The parts that were missing proved difficult to find. Bill spent several years

going to swap meets all across the country looking for needed parts. The hardest to find where the backseat microphone and clock and the cigar case ensconced in the vanity box.

The Holbrook Lincoln is now fully restored to its former glory. It has won many Best of Show and other awards including Best in Class at the 1995 Pebble Beach Concours d'Elegance. Mission accomplished, dream realized.

Visit this rarity (there are only two of these cars in existence) on the green today at the 2017 Niello Concours at Serrano.

PACKARD HISTORY

AN AUTO BIOGRAPHY

by Judy Bravo

One of the greatest marques in the history of automobiles, Packard projected an aura of prestige and excellence that was unmatched by any other manufacturer in North America during the years between the two world wars. The first American president to be driven in an automobile to his inauguration rode in one. The president was Warren Harding, the year was 1921, and the vehicle was a big, beautiful, 12-cylinder model dubbed a Twin-Six. Fittingly, the first car to cross San Francisco's Golden Gate Bridge was also a Packard. Many car cognoscente consider it the only real competition Rolls-Royce ever faced.

The Packard's saga begins with its creation in 1899 by James Ward Packard, whose firm manufactured electrical equipment in Warren, Ohio. Captivated by motor vehicles, Packard purchased one of the first made by the flamboyant Alexander Winton in Cleveland. After encountering many problems with his new car and receiving no help from Winton, Packard began to design a vehicle of his own. Within 14 months, with the help of two engineers lured away from Winton and his own brother, William Doud Packard, he had produced a car he ran successfully on the streets of Warren. From that day in 1899 until 1958, the company produced 1,610,890 automobiles. Its best years of production were 1937 and 1948.

That first model sold easily at a pricey \$1,250 with its single-cylindered engine and Packard's own invention of an automatic spark advance. Wealthy Detroit manufacturer Henry B. Joy purchased one and liked it so well that he convinced his brother-in-law T.H. Newbury and seven other investors to join him in purchasing controlling interest in the Packard Motor Car Company.

James Packard remained president until 1909 and board chairman until 1912, but he decided against going to Detroit when the plant moved there.

Always the innovator, Joy hired French designer Charles Schmidt to create a four-cylindered Model K in 1903. The Packard Plant in Detroit was the first designed for car production by the famous architect Louis Kahn. In 1915, Joy, along with general manager Alvin Macanley and engineer Jesse Vincent, developed the model that would put Packard in history books for all time: the sensational Twin-Six. Soon the favorite of tycoons and royalty, the model sold for \$2,600 for a touring car to \$4,600 for the Imperial Limousine on a 135-inch wheelbase.

During World War I, Packard turned its attention to making racing history with two special racecars with V12 engines designed for aviation use. Both driven by Ralph DePalma, the smaller one earned a sixth at Indianapolis in 1919, while the larger set a record of 149.9 mph at Daytona in the same year. Its average speed of 92.71 mph for the standing mile start stood as the U.S. record for 30 years. Enzo Ferrari credited these racers with inspiring him to make his own 12-cylinder cars.

By 1923, Packard had a significant production lead over Cadillac with its smooth in-line eight. By 1928, it had stopped building sixes and concentrated on straight eights of different bore sizes. The company came close to making a sports car with the Speedster Eight models; however, speed had little appeal for Packard buyers, and only 220 Speedsters were built.

Its constant striving for improvement paid off as Packard met the challenges of the 1930s. On the Twin-Six chassis, the fine coachbuilders such as LeBaron and

Brunn made automobiles that defined the classic era in American motor history. During the Depression, Packard remained the leader in luxury sales; however, to protect itself from dwindling sales in 1935, it entered the medium price range with the Packard 120, the creation of George T. Christopher, an engineer wooed from GM to do the job. With its 120-inch wheelbase and \$990 price tag, the new model had great appeal to those who had only dared dream of owning a Packard. The company set its all-time record production figure in 1937.

Then, with its handsome new styling for the Clipper model, the company once more became a strong competitor to Cadillac in 1941. After World War II, Packard resumed production with similar styling for both six- and eight-cylinder engines. Response was great, but the company lacked the political connections of the larger firms to procure the

sought-after steel to make its goal of 100,000 cars. Actual production was less than one third that number. Down but not out, in 1948 Packard produced its own highly efficient transmission: the Ultramatic. Even with a new body style in 1951, Packard trailed behind General Motors. Then, in 1954, Packard merged with Studebaker, and a Packard with a new look and a new V8 engine appeared in 1955. It proved to be a good year, but in 1956 sales lagged and the last genuine Packards were produced. From then on, the marque became Studebakers with a face-lift.

The final blow came in 1962, when Studebaker-Packard Corporation removed "Packard" from its name. Most true Packard devotees breathed a sigh of relief. Its time was past, but Packard had earned its very singular place in history long before the finish line.



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ADVISORY BOARD

T ABRAHAM

Event Day Coordinator



T Abraham's passion for cars started at age sixteen with a wrench in his hand under the hood of a 1968 Camaro RS convertible, one of many classic cars that he has owned. 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 serves forty-five hospitals as the Regional Vice President of the Hospital Council of Northern and Central California, and enjoys being a Big Brother in Big Brothers/Big Sisters of El Dorado County. The Serrano Concours is an annual highlight, with so many great cars coming to his hometown.

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. Bravo has been involved with SCCA's Concours d'Elegance division serving as both its Chief Judge and Chief of Concours. He coauthored 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 over 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 over fifteen years in the construction industry and over seventeen 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.

MEGAN DESIDERI

Marketing Specialist, The Niello Company



As part of The Niello Company since 2009, Megan's primary responsibilities include event creation and execution for all fourteen Niello dealerships as well as the Niello brand. She also coordinates all aspects of Niello's social media presence and works closely with both advertising agencies to manage an abundance of projects and communication for the company.

In 2016, Megan was recognized by *Automotive News* on their 40 Under 40 list. Now in her ninth year working on the Concours, Megan continually looks for new ways to enhance The Niello Company presence throughout the event. Megan graduated from California State University, Sacramento with Bachelor of Science in Business Administration with a concentration in Marketing. She and her husband Mat, have two children, Olivia (6) and Hudson (4).

VALERIE FEBRE YAP

Photography + Graphic Design



Valerie is the owner of Valerie Febre Yap Studios in Rocklin California. She likes to call herself a "Visual Communicator." Whether she is designing an ad or creating an image, the goal is the same: determine the client's wants and needs, consider the end-use, communicate ideas with the client and deliver the best possible solution.

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 and PJ's Landscape, 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 recently retired from eighteen years as a commercial property manager managing a beautiful high-rise office building in downtown Sacramento. She holds a BA in Business Management and is still active in several commercial real estate organizations. She is involved heavily in her church where she plays the piano wherever she is needed and is a long time member of the church choir. Family time revolves around two grown sons and their families including three grandsons.

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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, Missouri. 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 of California as a photographer photographing Governors Wilson, Davis and Schwarzenegger. Steven has owned his own business since 2003 and continues to freelance commercial assignments throughout 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 thirty-five 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 consulting 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 has served on the Niello Concours Advisory Board for the last eleven years, where she has grown to appreciate the fine art of the automobile and their owners. Having retired from a twenty-eight year law enforcement career and now having an empty nest, Rosie and her husband, Jon, spend time enjoying the outdoors and working on home improvement projects. In her spare time, Rosie coaches new runners and trains for Ironman distance triathlons.

JOHN MANBY

Event Logistics



From early childhood anything mechanical held John's interest, especially cars. Upon leaving for college in his first car, a 1965 Corvair (a car nobody wanted), lead to a sponsorship at the GM training center in Oakland, California. After graduating, top in his class, John received numerous offers from local Chevrolet dealers to work for them as he reached Master Mechanic status. Having entered the USAF after high school he trained in aircraft maintenance. Leaving active duty, he continued his military association with the Air Force reserves. Military promotions opened doors which lead to the USAFR Numbered Air Force which asked him to serve full time as Deputy Director of Transportation. Here he provided day to day management for air cargo/vehicle maintenance units geographically located from the Far East to Chicago, Illinois.

John retired from the officer core after twenty-eight years of service. Since he has always been interested in volunteering for automotive events he has been active in Concourses from Lake Tahoe to the Bay Area. Ten years ago SCCA Concours, San Francisco Division, asked him to judge in their sanctioned events. This participation opened other doors to judging events and he has since become a certified judge for the Mercedes Benz Club of America. Maintaining a high level of interest in the preservation of automotive history, John has continued to pursue a goal of originality in numerous automotive restorations so that the next generation of car enthusiasts will experience automobiles as they actually were.

ALLAN MCCRARY

Entry Committee Advisor



Allan McCrary has been a member of the Auburn Cord Duesenberg Club since 1974 serving on its Board of Directors, as President, and is currently the National Chief Judge where he is involved in the development and implementation of newly revised judging standards that focus on the authenticity of these Marques. He has owned a number of award winning Cords all through his adult life and maintains an eclectic collection of automobiles covering a wide spectrum of interests; Classics, Post War English and German Sports cars and American Luxury/Muscle. In addition to ACD, he is an active member of the CCA, 356 Registry and the American Bugatti Club. He holds a current SCCA Full Competition License.

JOHN MCNAMEE

Chairman Concours Branding



John McNamee has been in the apparel business for thirty 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 supplies to various corporate accounts and has been involved in many large events in Sacramento including both Olympic Trials, the Sacramento Music Festival, the Pig Bowl as well as countless fun runs. Being a car guy, owning a Porsche twin turbo, a 360 Ferrari and a DeTomaso Pantera, he is 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.

ADDISON T. MOORE

Event Day Transportation Coordinator



Addison, the second oldest son of event owners Brian and Michele Moore, started going to the "shop" (Brian D. Moore Restorations) at a very young age to work for his dad; organizing nuts and bolts, detailing cars or just doing clerical work.

Addison loves sports. You can find him at ATT Park, lovers leap doing some rock climbing, or on the links as a golf caddy. Addison is a Pest Control Technician both for residential and commercial buildings.

Addison and his four-legged, best friend Lilly, love car rides, dog parks or just relaxing by the pool at home. Addison loves hanging with friends, being spontaneous and bringing a smile to people's faces!

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 eleventh year in business, Brandon has set high goals for the company and is excited to see it prosper.

Brandon married wife Kate in 2012 and they had their first child, Jack Talbott, almost two years ago. 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.

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BROOKES T. MOORE *Ticketing*

Brookes, Brian and Michele's youngest son, has always loved assisting his parents with anything and everything involved with the Concours at Serrano.



From stuffing envelopes at the table as a child, to greeting each and every guest as they arrive at the event, Brookes always enjoys being a part of the action.

Brookes is a graduate of University of California, Santa Barbara, with a BA in Cultural Anthropology. In his free time, he enjoys getting out to the beach, traveling and spending time with family and 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 2012 and welcomed their first son, Jack Talbott, in January 2016. A University of Nevada, Reno alum, Kate ensures that the Moore house is always rooting for The Pack! She's currently managing a development firm in Midtown Sacramento which specializes in building affordable housing throughout California. In her free time, Kate enjoys the company of good friends, travel, and making memories with Brandon and Jack.



McKINLEY C.M. MOORE *Event Day Assistant - Ticket Booth Administrator*

McKinley, Brian and Michele's youngest and only daughter, spent time at the "shop" (Brian D. Moore Restorations) as well as the Concours Office while growing up. Working at dad's shop always included a well-earned meal at In-n-Out once lunch time rolled around. Going to the shop also meant seeing which car Brian chose to drive them to the Father Daughter Dance that upcoming fall, as it was always something classy. McKinley learned to address anyone with two infamous words in the Moore household, "Concours Office!", when she answered the phone at a young age helping Michele in the office. Helping in the



office or at the shop always meant a day she was able to spend with her mom and dad and that was very important to her. McKinley is a senior at the University of California, Irvine and hopes to use her education in Management to continue her work with The Concours. She is a member of the Delta Gamma Sorority where she is the Director of Fundraising and is an Involvement Intern at her church.

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 4, 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. He has functioned as the Director of Special Acquisitions and Entry Chairman for the Niello Concours at Serrano, as the emcee for the annual British Fall Classic in Morgan Hill and is a past President of the Sacramento Valley MG Car Club. After being a SCCA judge for over ten years, he is now a Director for their San Francisco Concours Division.

PATTI PLANT *Vendor Concierge*

Patti's love of cars began as a little girl in her dad's Dodge dealership showroom, where she used to pose in the new 1969 Challenger, with aspirations of growing up and becoming the next Dodge Girl. Her love of cars continues today and that's why she has volunteered in various capacities at the Concours over the past ten years. She retired last year from San Juan Unified where she taught English to newcomers for thirty-six years. She now has time to work on her golf game at North Ridge Country Club.



She also enjoys volunteering at the AT&T National Pro-Am~Pebble Beach and the Harris Center for the Arts in Folsom. One of her favorite activities is attending college baseball games where you will find her cheering on the teams that her two sons, Casey and Chris, are coaches.

LYNN REPSTAD *Fashion Show Coordinator*

Lynn Repstad has always had a passion for classic automobiles having had the opportunity to oversee and manage many local automobile events. In Lynn's professional life she is the Regional Commercial Business Development Representative for North American Title. She serves on the Board of Directors for the Boys and Girls Club El Dorado County, Western Slope and the Economic Development Corporation of El Dorado County. Lynn is very involved in the El Dorado Hills community where she resides with her family.



BEN SALERNO *Upper Concours Field, Crew Chief*

Ben Salerno's interest in motor cars can be traced back to the nights he spent holding the light for his dad while they worked on the family car. By the age of sixteen Ben had the three essentials every teenager needs: a driver's license, a car (Triumph Stag) and a job (working on imports at a local Shell station). Three years later he purchased a 1970 Porsche 911 S, which he still owns today, and the one that sparked a life-long passion for European sports cars in Ben. After working at various shops through the 80's Ben and his wife, Janet, decided to open their



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own business, Salerno Motorsports. After twenty-five years as a business owner and over thirty-five years in the car industry, Ben is still as enthusiastic as ever. Today he takes great pride in sharing that enthusiasm with his sons, Chuck and Tim.

DAVID SMITH *Judges Liason*

David Smith works in digital marketing with Fortune 500 technology companies on global product launches, experiential digital such as virtual and mixed reality and digital business transformation strategy and development. His passion for cars started at the age of ten when he rode in his brother's brand new Fiat Spider convertible for the first time. David started restoring cars at the age of fifteen with his dad on weekends. His dream is to own a fully restored late 1950's Alfa Romeo Giulietta Spider convertible—black with a red interior to be exact.



David is passionate about spending time with his three grown sons, attending concerts, opera, backpacking, fly fishing and cycling. He especially loves meeting all the wonderful people who work and attend the Concours each year.

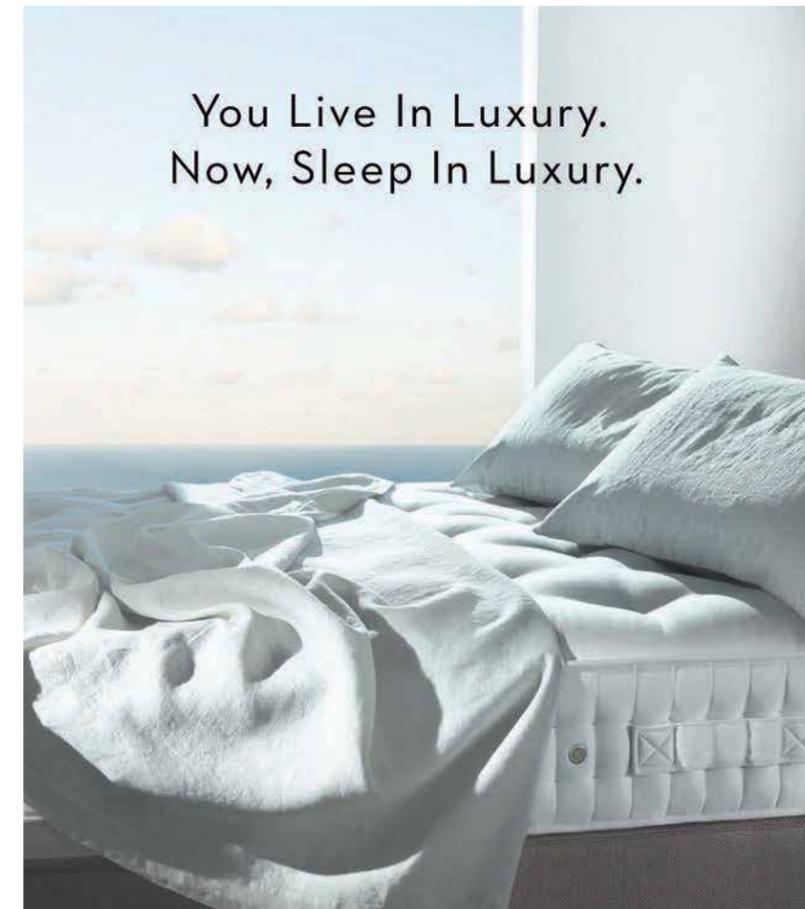
FRANCIS "FRANK" X. WEISMANTEL *Contributing Writer*

Frank is a lifelong automobile enthusiast and dreamer. Born in Miami Beach, Frank's passion for cars started with his first love, a 1970 Dodge Challenger 383 Magnum SE RT hot rod. Originally intending to be an English/Literature teacher, instead Frank chose to join the Air Force and learned a trade, Electronics Technology. Unable to find a local supplier and dealer of B-52 Bombers, Frank went into the Telecommunications Industry and now has over thirty-four years experience building, maintaining and upgrading today's cellular and radio based communications networks. His passions are automobiles, cooking and whenever possible writing and editing automobile themed articles for a variety of charitable events. Frank now lives in Elverta, California, on a small ranch property with his wife of over twenty-five years, Claudette along with a dog, two horses and three cats. Life has never been so sweet.



SUMMER WRIGHT *Director of Marketing, The Niello Company*

Summer has been with The Niello Company since 2007. As Director of Marketing, she oversees the advertising, digital presence, events, public relations and community outreach. Prior to her appointment at The Niello Company, she was Marketing Director for Oregon State University Athletics, managing all areas of marketing and promotion for the 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. She lives in her hometown of Sacramento with her husband Mike and two children.



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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.

— Brian & Michele Moore

2017 NIELLO CONCOURS AT SERRANO VENDORS ON THE GREEN

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The mission of 3Strands Global Foundation is to mobilize a worldwide community of individuals and organizations to combat human trafficking through prevention education and reintegration programs. We accomplish this through prevention education, reintegration, social justice initiatives and laws, public awareness and partnerships. WHY 3Strands Global Foundation?: Because human trafficking is NOT OK. We believe everyone can make a difference. Human trafficking is everywhere and affects cities and towns all over the world. It does not discriminate on the basis of race, color, age, gender, or religion. This fast-growing global enterprise, driven by force, fraud and coercion, continues to thrive because it generates enormous profits. At times, it can be challenging to imagine a world free from human trafficking. Human trafficking can only be stopped if a global community takes a stand and commits to DO SOMETHING. We all have a responsibility to help put an end to this crime and together we can make a difference. Let's not only imagine a world free from human trafficking, let's DO SOMETHING.

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NIELLO ACURA

916.872.2400

At the 2017 Niello Concoours at Serrano Niello Acura will be offering an exclusive audience the opportunity to drive the revolutionary Acura NSX, the Road & Track 2017 Performance Car of the Year. Look for the Niello Acura lounge on the green for information about the next-generation Acura NSX and discover, first-hand, what you get when you challenge the conventional belief about a supercar.

NIELLO ALFA ROMEO

916.830.7325

For the first time, Niello Alfa Romeo will be offering guests a truly Italian experience while on the green at the Niello Concoours. We invite you to come by for an espresso



and a private introduction of the Stelvio, a finely crafted Italian SUV. It is here that you will have the opportunity to get behind the wheel and feel the newest breed of high-performance SUV with the heart and soul of a hero.

NIELLO BMW 916.687.9000 ELK GROVE 916.486.1011 SACRAMENTO

On the green at the 2017 Niello Concoours at Serrano you'll see some of the most innovative new BMW models showcased by Niello BMW Sacramento & Elk Grove. You will also have an opportunity to get behind the wheel of the all-new 5 series with our Ride & Drive Exhibition. A BMW provides the perfect balance of elegant luxury, classic style, and sporty performance—we invite you to see that first hand.

THE NIELLO COMPANY

916.643.7300

In celebration of nearly 100 years of business in the automotive industry, The Niello Company will be proudly displaying some of its most awarded vintage vehicles on the patio at the 2017 Niello Concoours at Serrano. The display will include a 1947 Ford Super Deluxe Station Wagon that took home The Sam Garrett Ocean Avenue Motor Club Award and Second in Class awards in 2017, a 1957 Chevrolet Bel Air that was recognized as First in Class – American Family Favorites at the 2016 Carmel-By-The-Sea Concoours on the Avenue and a 1961 Jaguar Convertible E-Type that took home the Christie L. Miller British Award in 2015.

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916.452.6200

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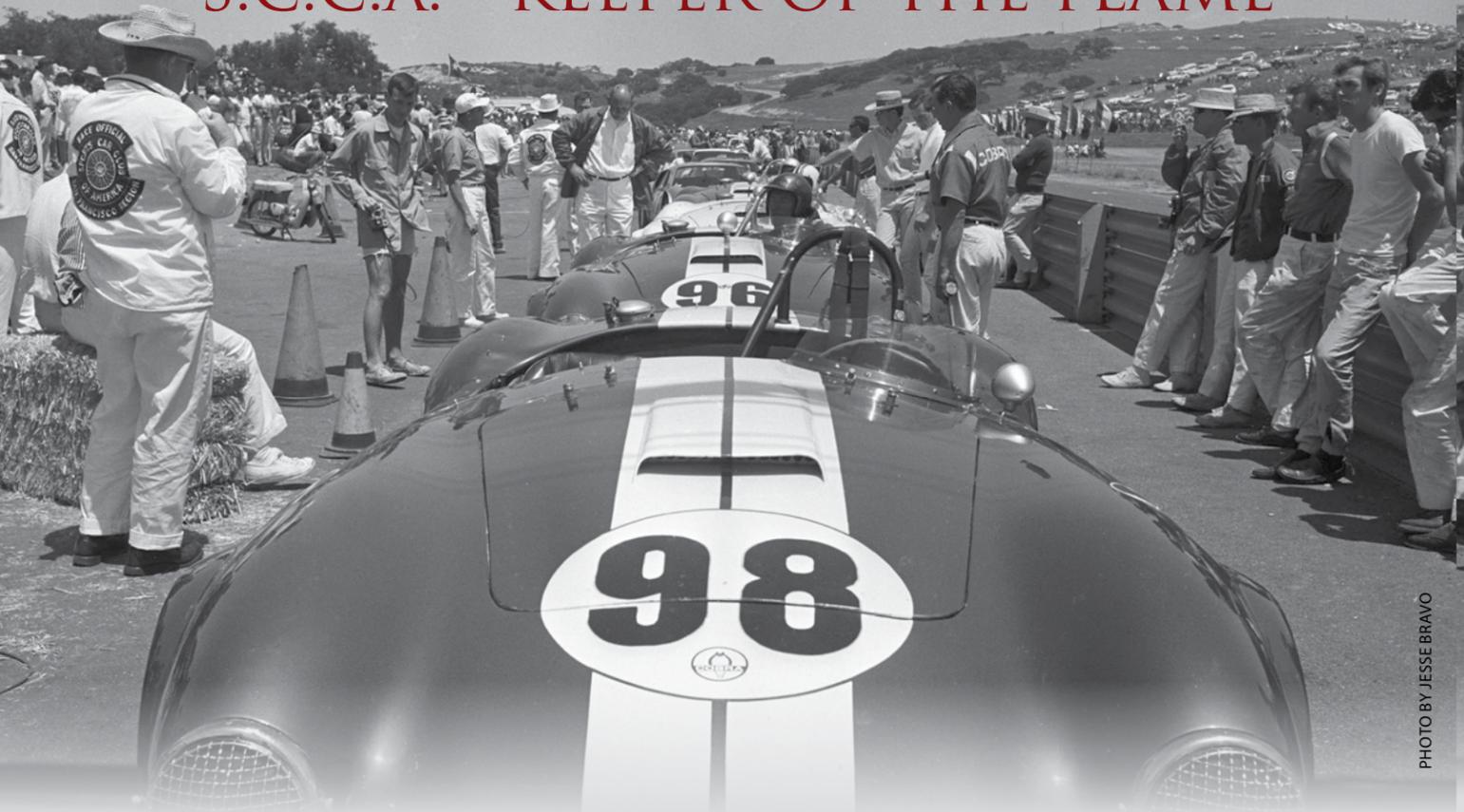


PHOTO BY JESSE BRAVO

The 13th 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 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 the 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 the basis of overall originality and the degree of perfection in their restoration. The guidelines and rules that were set down by the governing body of the SCCA Concours Division are such that the automobiles being showed must be as they came from the factory. Any upgrade or deviation from the manufacturers original design of the automobile will result in points lost. 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 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 concours season will be declared the Concours Champion for that year. 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 the championship competition.

The points have been tabulated for the 2017 season by the SCCA and the award will be presented today at the Niello Concours at Serrano.

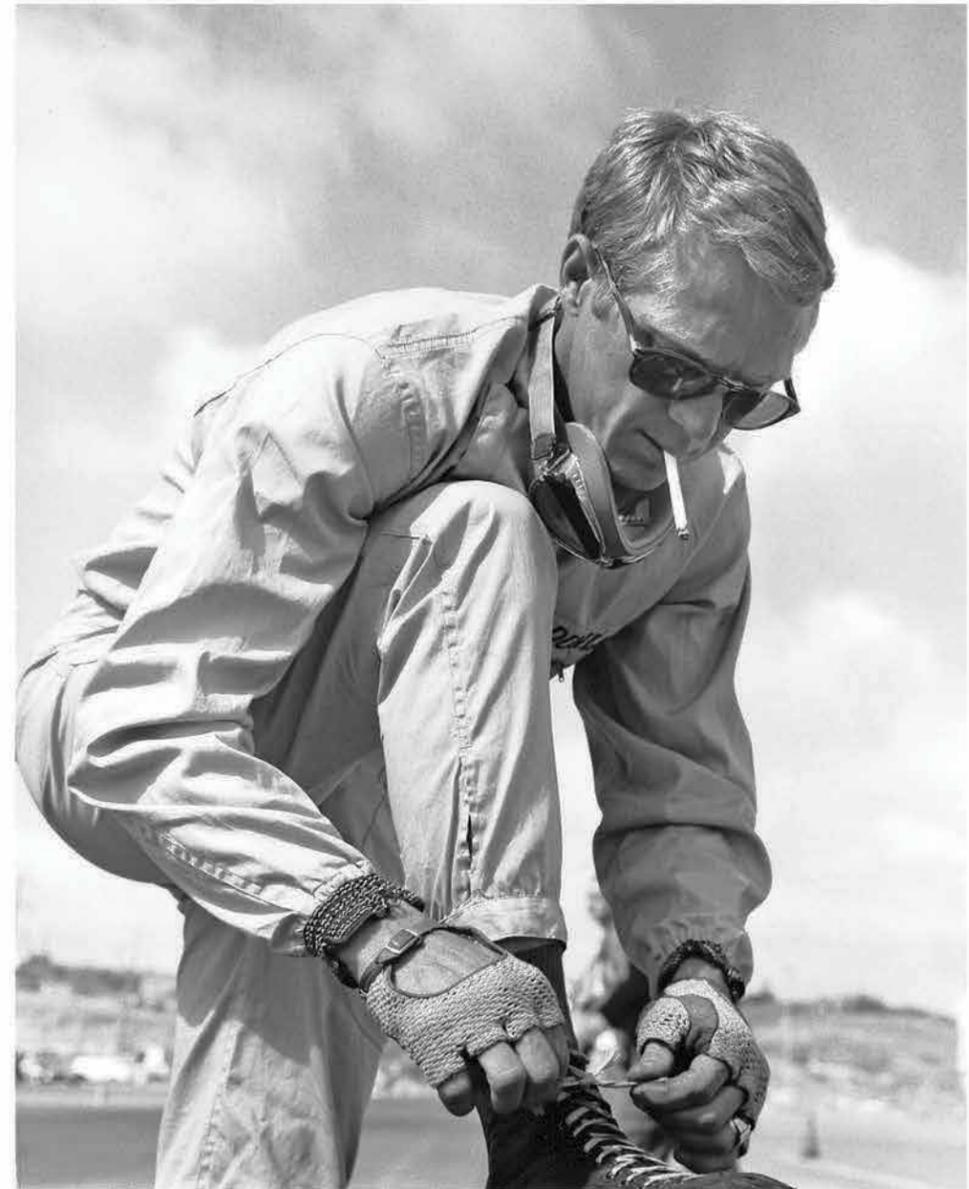
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 Butch Wright - Chief Judge
 Shirley Wright - Chief of Scoring
 Darren Townsley - Chief of Field
 Tom Gano - Director of Marketing

Jim Perell - Director of Communications/SCCA Liasson
 Cindy Scagliola - Director at Large
 Pat Wille - Secretary/Treasurer
 Morris Lum - Photographer/Webmaster



PLEASE NOTE: SCCA WILL ONLY JUDGE VEHICLES OF A MODEL YEAR PRIOR TO 1988.

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Liberace and his mother



The Beatles

2017 NIELLO CONCOURS AT SERRANO ENTRIES

CELEBRATING THE ERA OF ELEGANCE

FEATURING THE CLASSICS FROM 1915 TO 1948

HOSTING THE THE NOR CAL CCCA GRAND CLASSIC

CLASS A

THE CLASSICS ~ DISTINCTIVE

MOTORCARS FROM 1915 TO 1948, OPEN

1937 Cord 812 Phaeton

Joe Hensler of Fair Oaks, California

1947 Lincoln Continental Cabriolet

Paul Borgwardt of Walnut Creek, California

1931 Cadillac V12 Convertible Coupe

Whitney & Diane Haist of Orinda, California

1921 H C S 3

Wendell Joost of Guerneville, California

1933 Cadillac V-16 All Weather Phaeton

Steve Marini of Danville, California

1930 Duesenberg J

The Stephens Family of San Francisco, California

1936 Cord 810 Cabriolet

Allan McCrary of Vacaville, California

1937 Cord 812 SC Phaeton

Dr. Marilyn Waiton of Los Gatos, California

1935 Packard Convertible Sedan Model 137

The Niello Company of Sacramento, California

CLASS B

THE CLASSICS ~ DISTINCTIVE

MOTORCARS FROM 1915 TO 1948,

CLOSED

1947 Packard 2106 Club Sedan

Henry Hopkins of Richmond, California

1947 Chrysler Town and Country Sedan

John White of Sacramento, California

1931 Packard 826 4 Door Sedan

Gary Marchetti of Vista, California

1933 Pierce-Arrow 1236

Lynn Kissel of Cameron Park, California

1934 Packard 1100/11th

John Kingston of El Dorado Hills, California

1933 Chrysler Imperial C. C. Sedan

Lorenzo Nannini of Pine Grove, California

1930 Marmon Big 8 Seven Passenger Sedan

Sue Marcione of Gardnerville, Nevada

1933 Packard 1003-653

Jon Fuiks of Sacramento, California

1937 Packard Super 8 1500 Series

Robert Reed of Livermore, California

1937 Packard 1508

John VanSpeybroeck of Arcata, California

1935 Chrysler C2 Airflow Imperial Sedan

David Felderstein of Sacramento, California

1937 Cord 812 Custom Beverly

William Hastie of Fair Oaks, California

1928 Lincoln L Fully Collapsible Cabriolet

Bill & Dee Kuettel of Capitola, California

CLASS C

THE CLASSICS ~ DISTINCTIVE

MOTORCARS FROM 1915 TO 1948

EUROPEAN

1937 Rolls-Royce 25/30

David Clover of Oakland, California

CLASS CV

COMMERCIAL VEHICLES

1948 Dodge Power Wagon

Ron & Julie Icelly of Redding, California

1948 Chevrolet 3100 Short Bed Pickup

Dan Quam of Roseville, California

CLASS E

PRESERVATION, UNRESTORED

VEHICLES TO 1962

1959 Rolls-Royce Silver Cloud I

Robert La Mar of Half Moon Bay, California

1934 Brewster Convertible Sedan

Mr. & Mrs. Roth of Auburn, California

CLASS F

MUSCLE CARS 1963 TO 1973

1968 American Motors AMX

Mark Melvin of West Covina, California

1970 Ford Torino GT

Deborah Clendenning of El Dorado Hills, Ca

1967 Shelby Mustang

Craig Walker of El Dorado Hills, California

1967 Chevrolet Camaro Convertible

Brian Birkeland of Campbell, California

1968 Shelby GT500 KR

Gordon & Sandy Gimbel of Roseville, California

1969 Ford Fairlane Super Cobra Jet

Paul Stringham of Loomis, California

1970 Plymouth Superbird

Janice Sutherland of Red Bluff, California

1970 Shelby GT 500

Rick Caron of Shingle Springs, California

1965 Shelby GT 350

Marshal Crossan of El Dorado Hills, California

CLASS F2

FERRARI TO 1974

1962 Ferrari 250 GTE

Bill Finkbeiner of Auburn, California

1966 Ferrari 330 GTC

Greg & Deb Nickless of Sacramento, California

1972 Ferrari Dino 246 GTS

Greg Houck of Folsom, California

CLASS F3

FERRARI 1975 TO 1991

1985 Ferrari 308 GTSI

Will Leggett of San Jose, California

1978 Ferrari 308 GTS

Rick Vance of El Dorado Hills, California

2017 NIELLO CONCOURS AT SERRANO ENTRIES

CLASS F4

FERRARI 1991 TO PRESENT

1999 Ferrari F355 GTS

Larry Gift of El Dorado Hills, California

2011 Ferrari 458VX

Perry Maringer of El Dorado Hills, California

2007 Ferrari 599

Larry Crossan of Lincoln, California

1997 Ferrari F355

Kevin Enderby of Redwood City, California

CLASS LA

LEGENDS OF THE AUTOBAHN

1990 Mercedes-Benz AMG 190E Cosworth Evolution 2

Curtis Popp of Sacramento, California

1989 Mercedes-Benz AMG 560 SEC 6.0 Wide Body

Curtis Popp of Sacramento, California

1983 Audi Ur Quattro Coupe Turbo

Curtis Popp of Sacramento, California

1985 Porsche 928S

Curtis Popp of Sacramento, California

1978 Porsche 930 Turbo

Curtis Popp of Sacramento, California

1973 BMW 3.0 CSL

Curtis Popp of Sacramento, California

1971 Mercedes Benz 300 SEL 6.3

Curtis Popp of Sacramento, California

CLASS M

ANTIQUES TO 1919

1910 Ford T

David Pava of Shingle Springs, California

1914 Ford Model T Speedster

Dave Hill of Fair Oaks, California

CLASS N

VINTAGE THROUGH 1948

1936 Ford Cabriolet

Norma Petersen of Cameron Park, California

1947 Frazer Manhattan

Larry Rodkey of Elk Grove, California

1937 Studebaker Dictator

Larry Buntrock of Citrus Heights, California

1940 Chrysler New Yorker Convertible

Elain & Cliff Fales of Rancho Cordova, California

1937 Lincoln Zephyr 2 Door Sedan

George Yandolino of Roseville, California

1937 Lincoln Zephyr 3 Window Coupe

George Yandolino of Roseville, California

1935 Ford 48 NCR Conversion

Michael Walton of Keizer, Oregon

CLASS P

AMERICAN MANUFACTURE 1949 TO

1969

1966 Chevrolet Malibu Coupe 13617

Ron Simoni of Nevada City, California

1950 Oldsmobile 88 Convertible

Galen Klokkevold of Auburn, California

1957 Chevrolet Bel Air Sports Sedan

Constance & Patrick Rodgers of Rescue, California

1955 Studebaker President Speedster

Larry Johanson of Fresno, California

1967 Ford Mustang Convertible

Charles Ellis of Rocklin, California

CLASS PL

AMERICAN LUXURY 1949 TO 1969

1962 Chrysler 300H

Doug Warrenner of Fair Oaks, California

1967 Buick Riviera

Ray & Justin Myers of El Dorado Hills, California

1953 Buick 48D Special

Chandler Knapp of Loomis, California

1954 Cadillac 62 Coupe De Ville

Jim Hearn of Folsom, California

1956 Continental Mark II

James Sinnes of Sebastopol, California

CLASS Q,

EXOTICS

2006 Lamborghini Murcielago Roadster 6.2L

Allen Mohanna of Folsom, California

2015 Chevrolet Corvette Stingray Z51 Coupe

Eddie Pesce of Cameron Park, California

2016 Range Rover SVR

Charity Sigrist of Rocklin, California

2008 Shelby GT500KR

Michael & Susan Martinson of El Dorado Hills, California

1973 DeTomaso Pantera

Garry & Sue Choate of Wilton, California

2005 Aston Martin

Jeffrey Gustafson of El Dorado Hills, California

1982 Rolls-Royce Silver Spirit

John McCue of Half Moon Bay, California

CLASS SD

SPECIAL DISPLAY NASH

METROPOLITANS

1961 Nash Metropolitan

Michael Baughman of Loomis, California

1961 Nash Metropolitan

Wayne Metz of Antioch, California

1958 Nash Metropolitan

Mark Runyan of Folsom, California

1957 Nash Metropolitan Convertible

Christine Connolly of Jackson, California

1954 Nash Metropolitan Convertible

Rosie Walker of Sacramento, California

CLASS T

AMERICAN SPORTS CARS 1953 TO 1967,

OPEN

1959 Chevrolet Corvette

John & Carmen Clemens of El Dorado Hills, California

1966 Chevrolet Corvette

Rick Riccardi of San Jose, California

1954 Chevrolet Corvette

Jerry Neil of Penryn, California

1955 Ford Thunderbird

Chrisy Cramer of Sloughhouse, California

CLASS TC

TRIBUTE TO ICONS

1961 Ferrari California Spyder

Matt Mezzetta of El Dorado Hills, California

1957 Ferrari 250 "Pontoon" Testa Rossa

Jack Wright of Granite Bay, California

2017 NIELLO CONCOURS AT SERRANO ENTRIES

1966 Batmobile Replica
Bob Goldsand of El Dorado Hills, California

1950 Allard J2SL
Anthony F.J. Martinis of Sacramento, California

1968 Cord Cabriolet
Alan O Johnson of Sacramento, California

2016 Morgan 3 Wheeler
Ken Cemo of Orangevale, California

1965 Superformance GT 40 Mk II
Marshal Crossan of El Dorado Hills, California

1965 Shelby Cobra 427 Kirkham Roadster
Marshal Crossan of El Dorado Hills, California

1951 Jaguar C Type
Kirk Bewley of Woodland, California

CLASS U
FOREIGN SPORTS CARS THROUGH 1956

1955 Austin Healey 100-4 Series
Jim Piette of Auburn, California

1953 Dannenhauer & Stauss Cabriolet
Mark Merrill of Atherton, California

1953 MG TD
Frank Hilscher of Folsom, California

CLASS V
FOREIGN SPORTS CARS 1957 TO 1979, UNDER \$5,000

1969 Porsche 912 Coupe
Richard Shelton of Penn Valley, California

1973 Porsche Carrera RS
Rick Jeffery of Diablo, California

1961 Alfa Romeo Giulietta Sprint
Scott Setzer of Sacramento, California

1969 Opel GT
Dieter Stenger of Auburn, California

1966 Porsche 912
Stephen Rossi of El Granada, California

1963 Porsche 356B T6 Super 90
Art & Michelle Hardie of El Dorado Hills, California

CLASS VO
FOREIGN SPORTS CARS OPEN 1957 TO 1979, UNDER \$5,000

1957 Jaguar XK140 Roadster
Dave Higgins of Lockforde, California

1963 Austin Healy BJ7 3000
Randy Andorko of Elk Grove, California

1968 Morgan +4 Drop Head Coupe
Robert Dayton of Elk Grove, California

1959 Porsche Convertible D
Paul Mehus of Somerset, California

CLASS VRC
VINTAGE RACE CARS

1951 Porsche Sauter Roadster
Phil White of Portola Valley, California

1970 Ford Mustang Mach 1
Jerry Neil of Penryn, California

1956 Lotus 11 LeMans Series 1
David Springett of Sacramento, California

CLASS W
FOREIGN SPORTS CARS 1957 TO 1979, OVER \$5,000

1974 TVR 2500M
Michael Tatro of Fair Oaks, California

1969 Jaguar E Type
Troy Jones of Alameda, California

1973 DeTomaso Pantera
Steven & Merry Dalcino of Pleasanton, California

1979 Porsche 911 Super Carrera
Leo Almeida of El Dorado Hills, California

1967 Porsche 911
Mark York of Gold River, California

1974 Porsche 911
John Almeida of South San Francisco, California

1967 Jaguar XKE Roadster
Grant Marcom of Sacramento, California

CLASS Y
FOREIGN PASSENGER CARS 1957 TO 1979, UNDER \$6,000

1960 Volkswagen Deluxe 23 Window Bus
Richard Grace of St. Helena, California

1966 Mercedes-Benz 200
Michael Ginsberg of Rancho Cordova, California

1964 Volkswagen Type II 21 Window Bus
Jonathan Dattilio of Lincoln, California

CLASS Z
FOREIGN PASSENGER CARS 1954 TO 1979, OVER \$6,000

1971 Mercedes-Benz 280 SE Cabriolet 3.5
Bob Buckter of San Francisco, California

1971 Mercedes-Benz 280 SE 3.5
William Brooks of Santa Cruz, California

1969 Rover TC 2000
Albert Boasberg of Daly City, California

1954 Alfa Romeo 1900 CSS
Joe Hurwich of Piedmont, California

1960 Facel Vega HK 500
Stewart Rosen of Sacramento, California



PHOTO BY STEVEN HELLON PHOTOGRAPHY



SPHellon@Hellonphotography.com | 916 628-9328

The Nash Metropolitan shown by Wayne Metz at the 2017 Niello Concours at Serrano is one of six right hand drive models known to exist in America and is the highest known serial numbered car. That means it is quite possibly the last one produced; but let's start at the beginning of production.

The Nash Metropolitan is an American concept of European motor car design that was sold by Nash and Hudson as a completely new kind of car. A "personal car", it was produced by the Austin Motor Company, in England from 1954 to 1961.

While most U.S. automobile makers were following a "bigger-is-better" philosophy, Nash Motor Company executives were examining the market to offer American buyers an economical transportation alternative. The need in America was for a car engineered to combine the performance, comfort and economy demanded in a family car, with the dash and "roadability" (Nash coined the term) of a sportster.

The Metz's Nash was originally sold in California to the Turlock Police Department as a meter maid car in 1961. Right-hand drive models were marketed by AMC to U.S. police departments for use in parking enforcement and other urban duties. Comparing the car to police motorcycles, an AMC brochure advertised superior all-weather protection, cost-effectiveness and storage ease as well as the safety of single-unit construction.

The "Metropolitan's staying power and its never-ending cuteness" have earned it "a place among the Greatest Cars of All Time" in the



On the Green TODAY

1961 NASH METROPOLITAN

Owned by Wayne Metz of Antioch, California



opinion of automotive writer Jack Nerad, a former editor of *Motor Trend* magazine. He further states, "It possesses an ageless, cuddly quality that has made it a perennial favorite of car lovers and car agnostics alike." Visit this cutie and its mates in a special display of the marque on the green today.

PHIL TOY PHOTOGRAPHY 2017

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THE ELITE'S 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.

An artist-illustrator that proved to be pivotal in defining the Pierce-Arrow's status within the auto world was "found" by the art director of Calkins & Holden, Walter Whitehead. Eventually, Adolph Treidler would enjoy a long-standing relationship with Pierce-Arrow and was given freedom to create a series of illustrations that became a standard for defining the joys of motoring. The series also equated Pierce-Arrow automobiles with meeting the requirements of the wealthy and famous for what was expected by them of an automobile.

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!



PHOTO BY RIVERVIEW MEDIA PHOTOGRAPHY

The 1953 Dannenhauer & Stauss (D&S) Cabriolet shown at the 2017 Niello Concours at Serrano is, in a way, an answer to a riddle. What do you get when you mix a Volkswagen with a Porsche, with a bit of Karmann Beetle Cabriolet? You end up with this sporty car you see on the green today.

D&S was a German custom coachbuilder from Stuttgart that created a new sports car based on VW parts. D&S built, what is to many, the most Porsche-like-Beetle based sports car to have been produced in the 1950's. Hella, a supplier of electrical parts to automakers, supplied the chrome plated license plate light assembly (which provided the cars only brake light) and the rear tail lights which can also be seen on some Porsche 356s, as well as the headlights which were the same used by VW. The door handles and interior mirror were sourced from Happich, another supplier to VW and Porsche. The folding convertible top was of a quality found on a Karmann Beetle Cabriolet, well insulated with a full headlining.

All in all, the D&S was a very spirited, sleek looking sports car. However, the production car retained the Beetle engine and while the cars' streamlining gave it the edge over that car; it was no powerhouse. The final coupe, built in 1954, was ordered with the stipulation that a Porsche engine and brakes be fitted on the car which gave the D&S the Porsche performance it deserved.

Production figures are a matter of guesswork, with estimates ranging from 80 to 120 cars having been built, 19 of which are known to exist today. Merrill's D&S was awarded a Best in Class at the 2017 Carmel Concours on the Avenue and will be in



On the Green TODAY

1953 DANNENHAUER & STAUSS CABRIOLET

Owned by Mark Merrill of Atherton, California



competition for a prize at the Niello Concours. It is definitely in a class of its own!

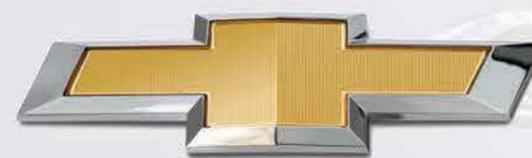


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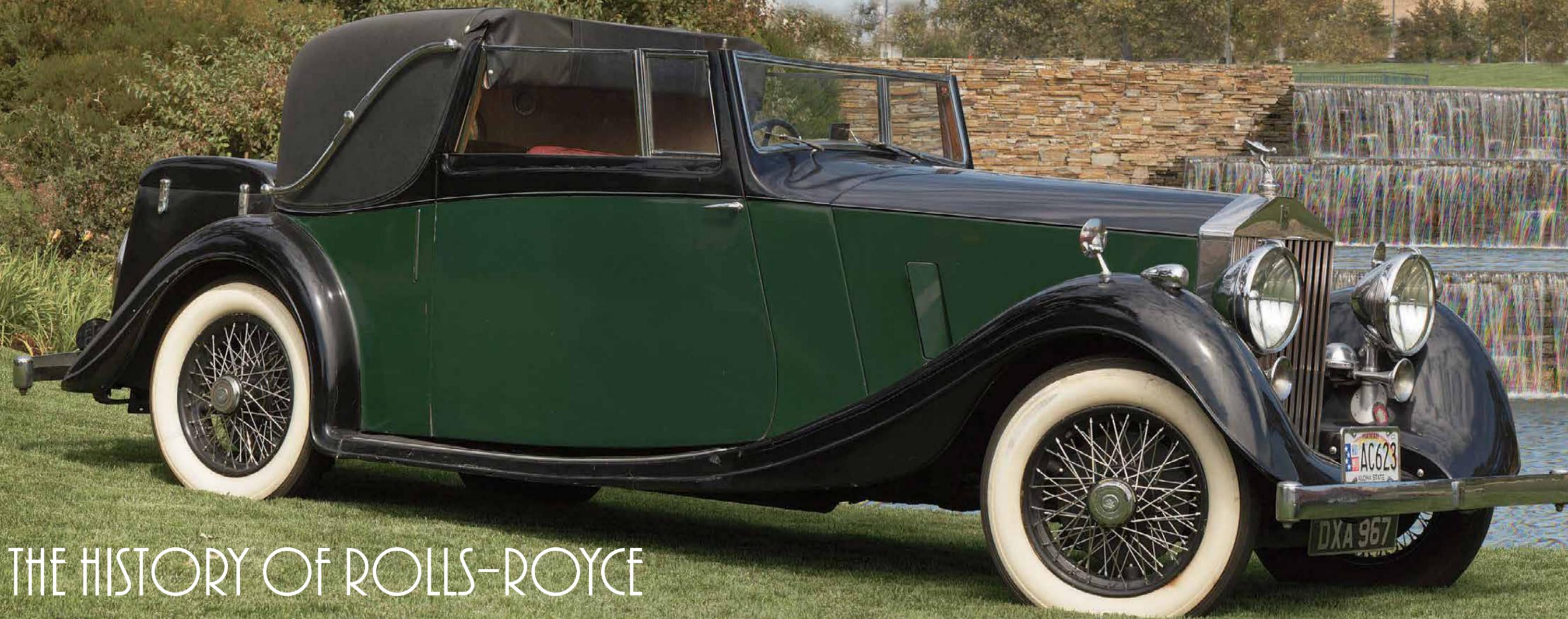
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THE HISTORY OF ROLLS-ROYCE

Charles Rolls, Henry Royce and The Spirit of Ecstasy!

On Aug 27, 1877 Lord and Lady Llangattoc, had a son, Charles Stewart Rolls. This young man was born into a very comfortable Victorian family. He showed a glimpse of the talents to come when he built a generator and converted a portion of the family home to electric light. Young Charles attended Eaton and Cambridge where he was the first person to own a car, a 3 ½ hp Peugeot Phaeton. Of course, he did his own repairs thus earning the nickname of “Dirty Rolls.” He was not only mechanically inclined but also involved in the affairs of society. He was a founder of the Automobile Club of Great Britain, one of three founders of the Royal Aero Club and was the first aviator to successfully complete a double crossing of the English Channel. In 1902 he started his own company, CS Rolls and Company, which sold and maintained motor cars.

Henry Royce was the other side of the coin; he was the son of a miller and had nowhere near the upper-

class childhood that Rolls did. His first job was selling newspapers at the age of ten, but soon moved on to a job as an apprentice for the Great Northern Railway in Peterborough. Eventually, at the age of twenty-two he and a partner founded a firm which produced electric light fittings, cranes and generators. In 1903 he bought a secondhand Decauville motor car, and was so dis-satisfied with the car he decided to build one for himself. By all accounts and measures this two-cylinder car was superb.

Rolls heard tell of this marvelous machine and went to see it for himself. Henry and Charles met for the first time at the Midland Hotel in Manchester, England on May 4th of 1904. Rolls tested the car and was so impressed he acquired the exclusive rights to sell the entirety of Royce’s production. Then on December 23, 1904 the two agreed the cars would be called “Rolls-Royce.”

These first cars were ten horsepower, two cylinder cars with a leather lined cone type clutch, a three-speed gearbox, a fully floating live axle and spur type gears. Three were

made with the Royce badge and sixteen with the Rolls-Royce badge. This first car sold for \$735, and one can only imagine what it is worth in today’s market! Mr. Thomas Love Jr, in Scotland owns the oldest known Rolls-Royce, which is a 1904 model and is still on the road!

Another of the more famous Rolls-Royces is the Silver Ghost. The car was initially known as the Rolls-Royce 40/50 hp, but CG Johnson provided the Silver Ghost moniker and it has stayed with the car through the ages. The extremely high quality of these cars earned them the reputation as “The Best Motor Car in the World.” There were 6,173 Silver Ghosts produced during the years from 1907 through 1925. These Ghosts had a six-cylinder inline water-cooled engine, a cone type clutch, four speed gearbox and a top speed of 84 mph. Of course, certain aspects of the car changed as the production run continued.

We would be remiss if we didn’t say a few words about the famous lady who rides atop the Rolls-Royce grill,

“The Spirit of Ecstasy”. Described by its creator, sculptor Charles Sykes, as “A graceful little goddess, the Spirit of Ecstasy, who has selected road travel as her supreme delight and alighted on the prow of a Rolls-Royce Motor Car to revel in the freshness of the air and the musical sound of her fluttering draperies.” The first Rolls-Royce Motor Cars did not have the little lady present, but Sykes was commissioned by Claude Johnson, the managing director of Rolls-Royce to create this flowing beauty which went into production in 1911 and still gracefully maintains her place.

As we celebrate the Era of Elegance at the 2017 Niello Concours at Serrano the Rolls-Royce Motor Cars that will grace the green will be the ultimate representation and epitome of that time in history. One only needs to hear the name Rolls-Royce to picture in their mind absolute elegance in automobile form.

PHOTO BY JESSE BRAVO

White Glove Collection, in La Crosse, Wisconsin, specializes in depression era vehicles and that is just the type of car Sue and Butch Marcione were shopping for a few years ago. They planned to visit in person and were supplied with photos of the available motor cars in advance. They wanted a Packard. In looking over the catalog Sue saw a car which appeared to be painted purple and pink. "Why", she thought, "would anyone paint a car those colors?"

When the couple arrived in La Crosse Sue inquired about the interestingly painted vehicle, could she see the purple and pink car? The salesman told her, "It's chocolate brown and taupe!" When Sue saw the car she fell in love with the all of the detail, especially the wood carving on the interior. That's when she said, "I want that car!" Sue likes detail.

Meanwhile Butch had found a Packard, the original object of this shopping trip, that he liked. He wanted the Packard...she wanted the Marmon.

The answer to this quandary will be on the green at the 2017 Niello Concours at Serrano. Their 1930 chocolate and dusty rose Marmon (Sue likes that description of the color better). Having owned the car since 2005 they have learned a few interesting facts about the Marmon marque: Henry Ford drove a Marmon until he acquired the Lincoln brand and Butch's grandfather drove a Marmon. There are only four extant cars of this type.

The Marcione's Marmon (although her Husband refers to it as "her car") is a winner as well having won two Best in Class Awards, and Most Elegant Sedan at Ironstone, Best Interior at the La Jolla Concours, and a CCA Senior First at San Marino.



On the Green TODAY

1930 MARMON BIG 8 SEVEN PASSENGER SEDAN

Owned by Sue Marcione of Gardnerville, Nevada



Visit this car on the green today and let Sue know your thoughts: does it look purple and pink to you or is it the much more elegant color names of chocolate and dusty rose?



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The Sacramento Art Deco Society was founded in 1991 for the appreciation and preservation of the Art Deco Era. This era is generally considered to be between the two world wars, 1918 to 1940, but actually spreads a little on either side. In 1925, Paris held the "Exposition des Artes Decoratifs et Industriels Modernes" from which the term Art Deco was coined in the 60's. Countries were invited to contribute their designs in everything under the sun with the admonishment that they must be original. Out of this sprang some of the most unique ideas ever seen before, some of which are still copied today.

A fine example of this style is found in the Empire State Building and the Chrysler Building in New York City. The influence of the Art Deco Era is shown in everything from automobiles, fabrics, furniture, buildings, statuary, etc...

Celebrating this fabulous style is why the Sacramento Art Deco Society exists. We want to promote and preserve this unique era. Visit our website for more information, www.sacartdeco.org, or ask one of our members who will be in attendance at the 2017 Niello Concours at Serrano as they celebrate the Era of Elegance.



THE SAUTER PORSCHE

One of the most famous and successful racing Porches of its time will be on the green during this year's Concours. This Porsche is the second Porsche Roadster produced, the first was "Porsche # 1" which is owned by the factory. It moves into first place in the history books as it was the first Porsche Roadster ever raced and the only one built with suicide doors. It is the prototype for the highly desirable Porsche American Roadster. There were only sixteen built and it is the direct forerunner of the Speedster, the car conceived by Max Hoffman.

This car was originally owned by Heinrich Sauter, a wealthy young industrialist and heir to a tooling manufacturer with ties to the Porsche family. Like many former fighter pilots, he became a gentleman racer in the postwar years. He raced a few different cars but found them heavy and underpowered. He wanted a lighter car with more power and an ability to cut through the air more efficiently... a pilot's mindset for sure.

Sauter and Hans Klenk Karosserie (fast fact: Karosserie means a craftsman who makes the bodies of motor vehicles) worked closely with the Porsche factory to build this car. For Porsche, a sports car company in its infancy, a wealthy buyer willing to spend money on the development of a race-ready roadster was a win-win proposition.

At the end of the car's first racing season in 1951 Porsche purchased the car from Sauter. The Sauter roadster was then campaigned in 1952 by Francois Picard who racked up six wins at Agadir, Bordeaux, Hyeres, Marrakesh, Montlhery and Val de Cuech and placed in le prix de Monte Carlo Monaco.

After the 1952 Season the Sauter was returned to the Porsche factory where it sat for many years until it was discovered by an American who brought it across the pond. The American, Stan Mullin, a California attorney and racer, raced the car in many outings during the 1954 season.

The car was then retired and lost, becoming a mystery car as it was moved from one storage yard to another between 1954-1981 suffering a long, steady decline. At some point in its post-racing life the car endured a fire that destroyed much of its interior and trim.

In 1982 the car was found in Crabtree's Junkyard in New Castle, Indiana, by PCA member Ray Knight. Negotiations to buy the car were challenging—but not for the usual reasons of haggling over money. Crabtree, whose demeanor was true to his name, did not know much about the car but he had a keen insight into establishing its value.

Crabtree knew the Porsche had been owned by a family of riverboat operators out of Mississippi who parlayed their wealth into a fortune by selling fruitcakes during World War II—great gifts for servicemen because they were easy to ship and didn't spoil.

Once a deal was reached there was enough information provided by Crabtree to Knight to begin his journey into the car's origins and eventually restoring the car. The car was painstakingly restored after overwhelming research, including personal interviews with every living person having had anything whatsoever to do with its concept, creation, racing, etc. The list of people interviewed included Heinrich Sauter, Hans Klenk, Coby Whitmore, John Fitch, Stan Mullin and others who helped him establish the Sauter roadster's place in Porsche History.

The Sauter Porsche is fortunate Ray Knight found it. One has to wonder what might have happened to the car had he lost those negotiations with a crabby salvage operator. Phil White is fortunate to now be the owner of this piece of Porsche history, having purchased it in early 2017. He proudly shares it with us today at the 2017 Niello Concours at Serrano.



NIELLO CONCOURS AT SERRANO BEST OF SHOW AWARD WINNERS

NIELLO
CONCOURS at SERRANO

BEST OF SHOW 2016

- 2004 1966 LINCOLN CONTINENTAL
OWNED BY WILLIAM MCCOY OF FAIR OAKS, CALIFORNIA
- 2005 1955 MERCEDES GULLWING
OWNED BY TOM THORNHILL OF SAN RAFAEL, CALIFORNIA
- 2006 1913 POPE HARTFORD
OWNED BY BILL GULARTE OF SOLEDAD, CALIFORNIA
- 2007 1934 PACKARD 1107 PHAETON
OWNED BY JAY MOORE OF LAHAINA, HAWAII
- 2008 1933 PACKARD 1104 COUPE ROADSTER
OWNED BY ROBERT TIFFIN OF RED BAY, ALABAMA
- 2009 1947 JAGUAR MARK IV DROPHEAD
OWNED BY HOWARD CLARKE OF SPRINGFIELD, CALIFORNIA
- 2010 1933 ROLLS ROYCE P II CONTINENTAL
OWNED BY JAY MOORE OF LAHAINA, HAWAII
- 2011 1936 AUBURN BOATTAIL SPEEDSTER
OWNED BY PAUL PETROVICH OF SACRAMENTO, CALIFORNIA
- 2012 1957 FORD SKYLINER (BLACK)
OWNED BY ROBERT TIFFIN OF RED BAY, ALABAMA
- 2013 1921 DUESENBERG A BENDER COUPE
OWNED BY JAMES CASTLE OF MONTEREY, CALIFORNIA
- 2014 1952 BENTLEY MARK VI MULLINERS OF BIRMINGHAM
OWNED BY LEON GAROYAN OF DAVIS, CALIFORNIA
- 2015 1957 FORD SKYLINER (BLUE)
OWNED BY ROBERT TIFFIN OF RED BAY, ALABAMA
- 2016 1949 DELAHAYE MODEL 175 SAOUTCHIK COUPE DE VILLE
OWNED BY THE STEPHENS FAMILY OF SAN FRANCISCO, CALIFORNIA

PHOTO BY STEVEN HELLON PHOTOGRAPHY



1949 DELAHAYE MODEL 175 SAOUTCHIK COUPE DE VILLE
THE STEPHENS FAMILY OF SAN FRANCISCO, CALIFORNIA

SPECIALTY AWARD WINNERS
2016

HONORARY JUDGES AWARD



1912 Pope Hartford Model 27 Pony Tonneau
Kirk Bewley of Woodland, California

CHAIRMAN'S CHOICE AWARD
In Honor of George A. Moore



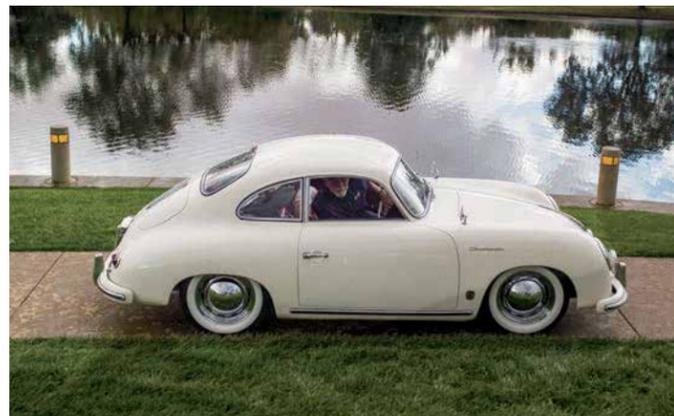
1937 Packard 1508
James Hussey of San Leandro, California

MEGUIAR'S AWARD



1961 Chrysler 300G
Barbara Major of Newcastle, California

RICHARD NIELLO SR. AWARD



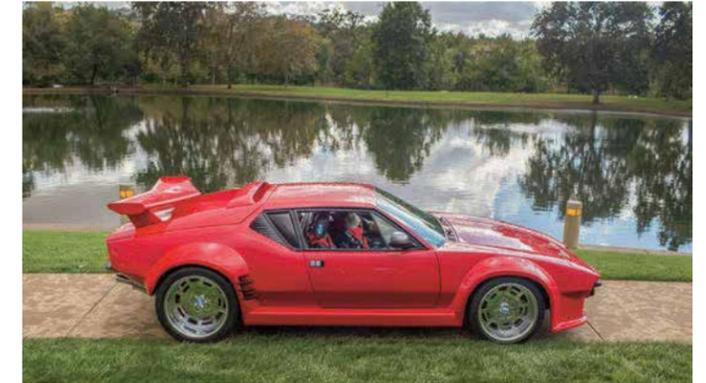
1955 Porsche 356 Continental Coupe
Tom Sansome of Elk Grove, California

MOST ELEGANT MOTOR CAR AWARD



1930 Gardner Sport Roadster 140
Barney Gardner of El Dorado Hills, California

OUTSTANDING PANTERA AWARD



1974 De Tomaso Pantera
Jeff Budelli of Folsom, California

GRAND MARSHAL AWARD



1937 Lincoln Zephyr 3 Window Coupe
George Yandolino of Roseville, California

OUTSTANDING BMW AWARD



1957 BMW 507 Series II
Phil White of Portola Valley, California

OUTSTANDING LINCOLN AWARD



1930 Lincoln 5p Sedan
Frank and Fredina Rose of Capay, California

SCCA CHAMPIONSHIP AWARD



1984 Ferrari 308 GTS
Kevin Enderby of Redwood City, California

CLASS AWARDS 2016

CLASS CV COMMERCIAL



1930 REO Flying Cloud
Mike Kisber of Lockeford, California

CLASS L4 LINCOLN 1961 TO 1978



1962 Lincoln Continental Sedan
John White of Sacramento, California

CLASS P AMERICAN MANUFACTURE 1949 TO 1969



1957 Chevrolet Nomad Bel Air
Galen Klokkevold of Auburn, California

CLASS Q EXOTICS



2016 McLaren 650s
William Hubbard of Loomis, California

CLASS VO FOREIGN SPORTS CARS OPEN 1957 TO 1979, UNDER \$5K



1957 Alfa Romeo Giulietta Spider Veloce
Michael Ingegno of Oakland, California

CLASS AB THE CLASSICS, MOTOR CARS OF DISTINCTION 1925 TO 1948



1930 Gardner Sport Roadster 140
Barney Gardner of El Dorado Hills, California

CLASS E PRESERVATION



1956 Buick Convertible Special
Jim Matus of Rescue, California

CLASS LC LINCOLN CONTINENTAL



1941 Lincoln Continental
Chris Bang of San Jose, California

CLASS PL AMERICAN LUXURY 1949 TO 1969



1956 Plymouth Fury
Gary Day of Somerset, California

CLASS T AMERICAN SPORTS CARS



1957 Ford Thunderbird
Deborah Clendenning of El Dorado Hills, California

CLASS VM VINTAGE MOTORCYCLES



1952 Daytona Manx
Paul Adams of Shingle Springs, California

CLASS BCC BMW CENTENNIAL



1958 BMW 507 Series II
Phil White of Portola Valley, California

CLASS F MUSCLE CARS



1969 Dodge Charger Daytona
Janice Sutherland of Red Bluff, California

CLASS M ANTIQUE MOTORCARS



1912 Pope Hartford Model 27 Pony Tonneau
Kirk Bewley of Woodland, California

CLASS PM PANTERA MODIFIED



1974 De Tomaso Pantera
Jeff Budelli of Folsom, California

CLASS U FOREIGN SPORTS CARS THROUGH 1956



1939 MG Tickford Series TA
Douglas Spindler of Shingle Springs, California

CLASS VRC VINTAGE RACE CARS



1971 Chevrolet Monte Carlo
Richard Orme of Granite Bay, California

CLASS CUSTOMS



1948 Packard Station Sedan
Michael Williams of Sacramento, California

CLASS F3 FERRARI 1975 TO 1990



1986 Ferrari 328 GTS
Edward Cabelera of Sacramento, California

CLASS N VINTAGE THROUGH 1948



**1949 Delahaye Model 175
Saoutchik Coupe De Ville**
The Stephens Family of San Francisco, California

CLASS PS PANTERA STOCK



1974 De Tomaso Pantera
Bob and Linda Rand of Madera, California

CLASS VC FOREIGN SPORTS CARS CLOSED 1957 TO 1979, UNDER \$5K



1961 Porsche 356B
Tim Wilson of Folsom, California

CLASS W FOREIGN SPORTS CARS 1957 TO 1979, OVER \$5K



1968 Fiat Dino Spyder
Guy Guarige of Sacramento, California

CLASS AWARDS 2016

CLASS WP
PORSCHE



1989 Porsche 930 Turbo Carrera Cabriolet
Edward Gervasoni Castro Valley, California

CLASS YZ
FOREIGN PASSENGER CARS
1957 TO 1979



1960 Mercedes Benz 220 SE Cabriolet
Bob Buckter of San Francisco, California



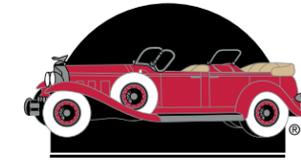
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CLASSIC CAR CLUB OF AMERICA



The Classic Car Club of America (CCCA) is about vintage automobiles and the pleasure of the sport. Since its beginning in 1952, the members of the CCCA have been dedicated to the collection, preservation and enjoyment of the world's finest cars. As in the beginning, Grand Classic Era® automobiles manufactured from 1915 to 1948, remain the primary focus of the club today. CCCA has held many members only Grand Classic® car shows, enjoyed touring CARavans and published The Classic Car magazine as well as other numerous publications since the Club's founding. Many Grand Classics® are often not open to the public.

The Club defines CCCA Classics or Full Classic® Cars as "...fine or unusual motor cars which were built between and including the years 1915 to 1948. All of these are very special cars that are distinguished by their respective fine design, high engineering standards and superior

workmanship." These cars were usually quite expensive when new with relatively low production figures. You won't find your mom's '72 Plymouth Duster or your Grandfather's Model A Ford in the ranks of CCCA Approved Classics.

It's also interesting to see just how many marques and cars were produced in America that CCCA now considers Full Classics®.

We encourage you to browse through the list of Approved CCCA Classic Cars to see if the car you are interested in is a Full Classic® as recognized by the Classic Car Club of America. If it isn't on the list, it's not a CCCA Full Classic®. Visit ClassicCarClub.org to learn more about the Classic Car Club of America.

The Niello Concours at Serrano is delighted to host this year's Northern California Grand Classic and we are so proud of the array of motor cars that will be on the green to do so.

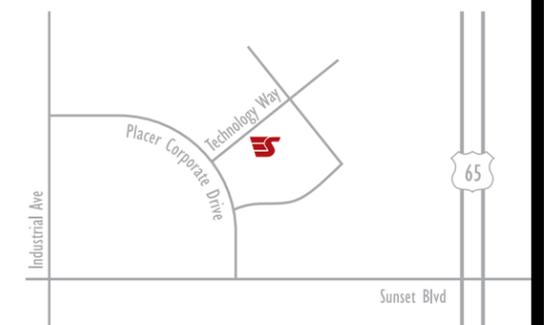
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DEFINING A CLASSIC by Judy Bravo

As is often the case when composing a definition, what the subject is not can be as informative as what it is. For example, The Bible tells us that “love is not jealous”. We understand with few words used. Brevity is the soul of definitions. So, what is a classic? It’s certainly not loaded down with geegaws and gimcracks. Simplicity of design is one of the hallmarks of a classic. The subtle gesture trumps the big bang.

This simplicity, in turn, helps to create an enduring appeal which leads to another hallmark of a classic: timelessness. The very word connotes a disassociation with any specific era and is the opposite of the word

fashion which conjures “the mode of the moment”. Fashion goes; style remains.

Think of First Lady Jacqueline Kennedy’s attire at her husband John’s inauguration to the Presidency in 1961. Her red pill box hat brought focus to Jackie’s own beauty, not to the chapeau. The simple matching coat added to the effect desired. Now think of the get-ups seen on the British Royal Family over the past fifty years. However, we must excuse those Brits. Their top designers were more interested in automobiles than hats, and auto enthusiasts the world over are grateful.

CLASSICALLY TRAINED

LAND ROVER

JAGUAR

LAMBORGHINI

FERRARI

ASTON MARTIN

MASERATI

ROLLS ROYCE

BENTLEY

LOTUS

