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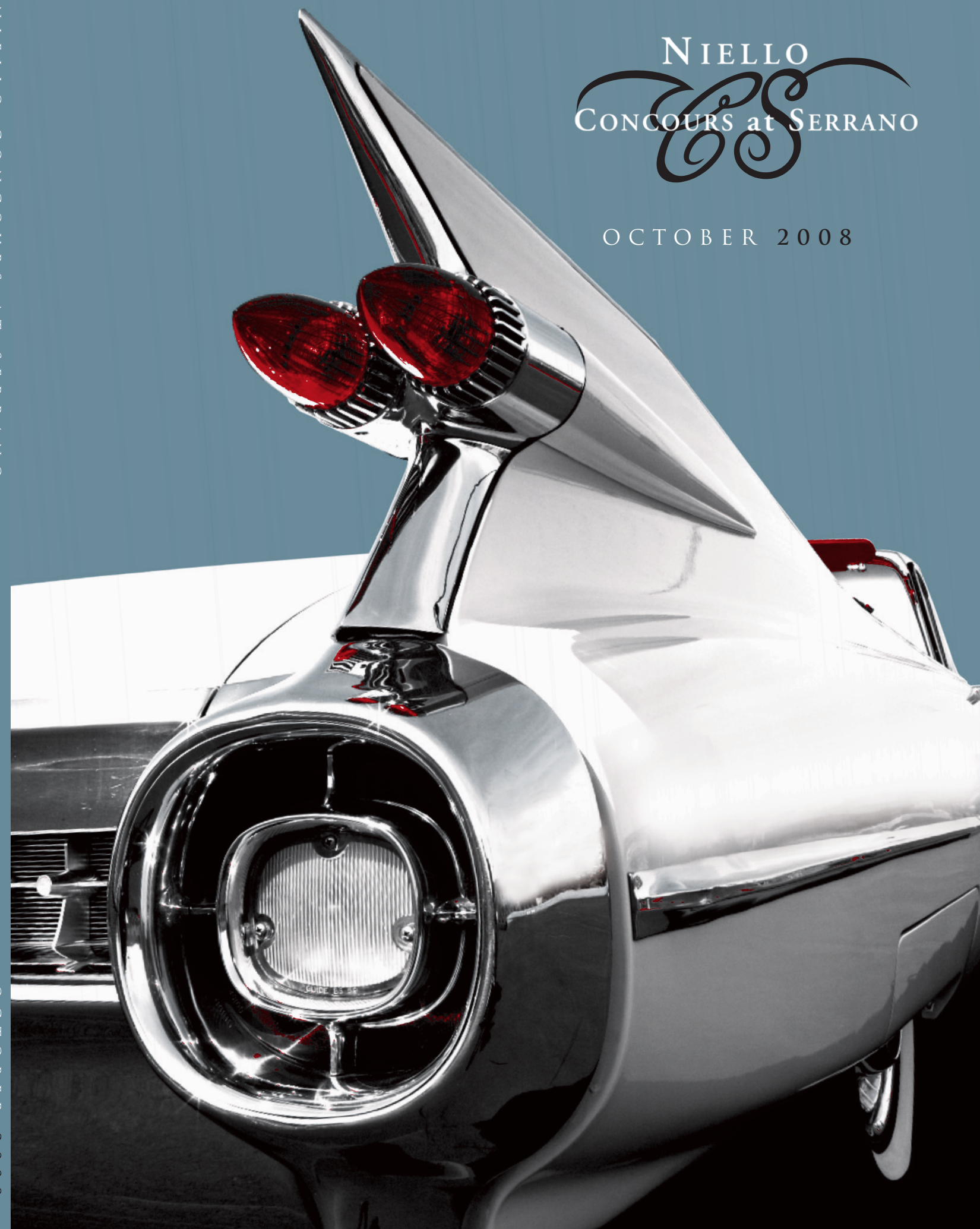
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NIELLO CONCOURS AT SERRANO

OCTOBER 2008

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OCTOBER 2008







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C O N T E N T S

*Niello Concours at Serrano*

OCTOBER 2008

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*Driving: Rick Niello, President and CEO; Passenger seat: Martin Camsey, Chief Financial Officer; Backseat: Randy Reynoso, Wells Fargo Business Banking Division Manager*

# The Art Of Riding Shotgun

**Wells Fargo and The Niello Company. Working together for the long haul.**

Rick Niello doesn't operate well in neutral. The man's wheels are always turning, which explains why the Niello Company's family of quality dealerships has flourished. Today, the company is made up of more than 600 employees at more than ten dealerships across northern California. And while Rick's drive is the main factor behind the company's growth, he's also quick to give credit to his friend and finance-minded co-pilot, Randy Reynoso.

"Randy transcends banking relationships," said Rick. "He's a bright guy with people skills and a gift for banking. He's always there for us with answers to all of our lending needs," said Rick of his friend and banker of more than 20 years. Those lending solutions provided by Wells Fargo have entailed capital loans that have contributed to the Niello Company building six new buildings in the past 10 years.

When it comes to business banking, talk to Randy and the business banking team at Wells Fargo. They're experts at helping companies like yours find the fast lane to success.







We enjoyed volunteering at the 2008 Pebble Beach Concours d'Elegance as Media Guides. We are standing in front of the GM Futurliner.

Riverview Photography

# Welcome

Thank you for joining us for the fifth annual Niello Concours at Serrano. This year we proudly celebrate the one hundredth anniversary of the Mark of Excellence ~ General Motors as well as honoring the marque of Porsche.

Please join us in reminiscing about the history of GM as you read 100 Words for 100 Years throughout this event program and enjoy the living GM history as you view the motorcars on the green. We are proud to say there are one hundred years of General Motors cars on the green today.

Porsche enthusiasts as well as the casual spectator will be thrilled with the representation of the marque from the earliest 356 to the newest models displayed.

We are so honored to have Richard Niello, Sr. as the Niello Concours at Serrano 2008 Grand Marshal, thank you Richard, for being with us here today.



NIELLO  
CONCOURS at SERRANO

*Save The Date*

Sunday, October 4, 2009

*Concours d'Elegance*

*Festi d'Italia*



# FROM BRIAN & MICHELE MOORE

Obviously we would not be enjoying this day without sponsorship from the Niello Company. It is our goal to uphold this company's high standards with these Concours each year. We are especially grateful to Rick Niello and his enthusiasm for this event which push us forward to achieve greater things for this Concours year after year. Also important to this event's success is its fabulous backdrop provided by Bill Parker and his Parker Development Company, developers of Serrano.

An event of this scope requires many long hours, put in by many people who we cannot thank enough. From the participation of the SCCA who provide us with knowledgeable judges, keeping the standards of a true Concours d'Elegance, to the hard work and wise advice of our Board Members, to the writers and photographers whose work shines in this event program, we thank you one and all. A special thank you goes out to the Solid Rock Faith Center who

provide us with many volunteers; in turn we proudly support their Lords Gym Outreach Sports Center.

To everyone who supports this event, from the spectators to our generous sponsors, and especially the motorcar owners for taking the time to attend, we extend our most heartfelt gratitude.

Most importantly, we thank God for the strength He gives us and the miracles He performs for this event each year.

Please accept our official invitation to join us on July 19, 2009 for the Inaugural Presidio of San Francisco Concours d'Elegance. We are excited to have another opportunity to bring you an exceptional automotive weekend of Concours excellence.

**Brian & Michele Moore**

*Event Chairs*



Since its inception, the Niello Concours at Serrano has worked to provide the community with a distinguished and elegant event, showcasing some of the very best cars in the country, while supporting and giving back to local community charities. This year, we are excited to introduce the formation of The Concours Foundation that will provide grants and funding to Sacramento area charities based on educational, youth and current economically driven needs. Additionally, the Foundation will establish a Concours award that encourages and rewards outstanding achievements in automobile collection, restoration, preservation and educational programs in the areas of driving safety for youth. Funds for these grants will be generated from the Niello Concours at Serrano, associated Concours and Foundation events and donations from the community.

Our signature event is The Gala, held the Friday before the Niello Concours at Serrano. This event celebrates the art of the automobile while enjoying a display of the most exciting entries from the Concours. All proceeds from this event benefit our Foundation and support our charitable works.

We are proud to announce with a donation from this year's sponsor, Grebitus & Sons, we have established the Gala Award. This award is selected by vote of attendees as they enjoy the car display at the Gala and is presented to the recipient at the Niello Concours at Serrano on Sunday.

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# *A Welcome* FROM RICK NIELLO

It is my pleasure to welcome you to the 5th annual, Niello Concours at Serrano. With a focus on exquisite automobiles, high-quality partners, and contributions to our community through the newly developed Concours Foundation, The Niello Company is committed to continuing the event's reputation as the premier Concours in the Sacramento region.

As always, we want to thank Brian and Michele Moore of Premier Concours Promotions. Their partnership with The Niello Company continues to grow in astounding directions. Through their remarkable efforts, the Niello Concours offers guests an experience unlike any other, year after year.

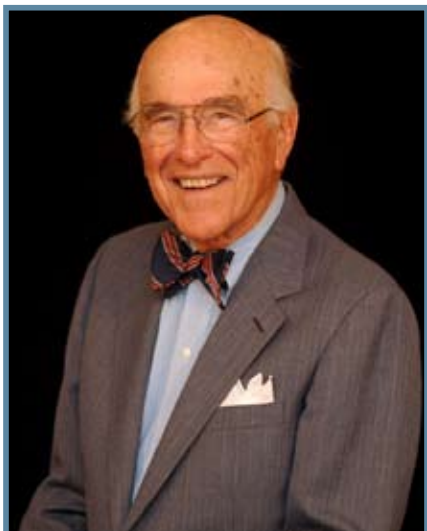
This Concours is especially important to the heart of The Niello Company as we honor my father, Richard Niello, Sr., as the Grand Marshal of this year's event. Celebrating the marque of Porsche is another reason to enjoy this year's Concours. Niello Porsche is the oldest running Porsche dealership in North America, but you would never know that by looking at our state-of-the-art facility in Rocklin. We invite you to visit and see for yourself.

2008 has been an exciting year for The Niello Company as we have added several new dealerships in the Sacramento area; Maserati of Sacramento, Jaguar of Sacramento, Land Rover Sacramento, Niello BMW Elk Grove and smart Center Sacramento, bring our total to twelve dealerships in Sacramento, Elk Grove and Rocklin. From our oldest store, to our newest dealerships, The Niello Company mission has always been to provide distinctive automobile products and exceptional service.

We hope you enjoy your weekend and everything the Niello Concours at Serrano has to offer.



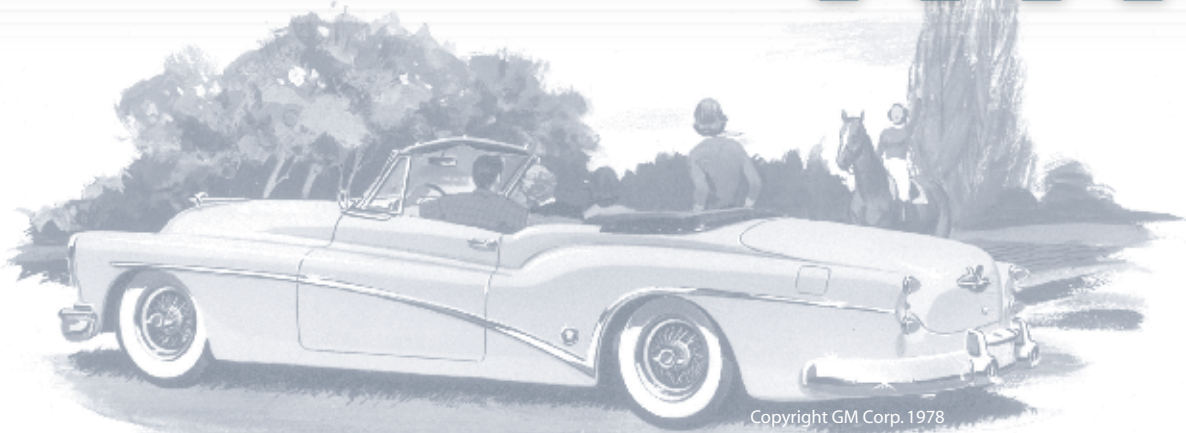
## *Grand Marshal ~* RICHARD NIELLO, SR.



The 5th Niello Concours at Serrano, in conjunction with honoring the marque of Porsche, has selected Richard Niello, Sr., patriarch of the Niello family, to be its Grand Marshal. After returning from serving in the U.S. Navy during World War II, Richard joined his father, who owned and operated a Packard-Pierce Arrow dealership, in San Francisco.

In 1955 Mr. Niello was appointed the brand new Volkswagen franchise in the Sacramento market which he owned and operated with Wes Lasher. In 1960 they also became the dealer in the Sacramento market for the Porsche marque, for which this Concours is dedicated. Mr. Niello later went on to open dealerships on his own and grew the business with his sons to include over ten franchises until 2001 when he sold his interest in the business to them.

Besides having a passion for the automobile business, he also has become an accomplished antique boat collector.



### *Fabulous Motorcars on the Green*

- Spectacular displays featuring 100 Years of General Motors highlighting Buicks, Cadillacs and Oldsmobiles from the early 1900s through the fabulous 1950s
- One hundred years of motorcars on the green including a 1908 Reo One Cylinder Runabout
- Celebrating Sixty Years of Porsche with fifty Porsche models from the early 1953 Bent Window Cabriolet to the newest and most exotic cars from Niello Porsche
- The awesome Ferrari F-40 along with other Ferraris from the 1960s to the newest models as well as exciting Exotics including Lamborghinis, Maseratis and much more
- An all original 1956 Porsche 356 Carrera that raced, and won, at the old Sacramento Fairgrounds. The car will be reunited for the first time with its driver of that race, Don Dickey, who went on to win Driver of the Year in 1958
- A 1941 Cadillac Woody displayed at the 2008 Pebble Beach in August that may be the last one known to exist
- Exciting Vintage Race Cars including, the ex-Mark Donahue Trans Am Javelin, Allard and Lotus
- More than one hundred eighty Classics, Exotics and Vintage Race Cars competing in thirty six classes
- The 2008 SCCA Championship Award for the Motorcar of the Year will be announced
- From Maserati of Sacramento the newest models all available for an event day test drive
- Silicon Valley Auto Group will have a display of fabulous motorcars including the Bugatti Veyron, valued at \$1.3 million dollars, 1001 horsepower with a top speed of 230 MPH, along with models from Aston Martin and the new Lamborghini Gallardo Spyder

- A 1917 REO Funeral Coach with ornate hand carved woodwork
- A very rare 1980 BMW M-1 which was once owned by recording artist Christopher Cross
- One of the finest examples of a Mercedes Gullwing in the world, a 1955 charcoal metallic masterpiece
- Classic motorcars on display from the 1930s and 40s will range from the marques of Packard, Chrysler, LaSalle and many other majestic motorcars
- Spectacular muscle and sports cars from the 60s and 70s
- Tesla Motors Roadster, the only 100% electric exotic motorcar

### *Explore the Area*

- Air-conditioned SUV limousines will provide tours of Serrano's beautiful custom home community throughout the day. Visit Serrano's information booth for times and details.

### *Fashion Event*

- Please join us at high-noon as we present a high-energy fashion show featuring exotic cars and fabulous clothing. Fashions from Uptown Girl in El Dorado Hills' Town Center will be featured.

### *Taste of Luxury Pavilion ~ Cigar & Cognac Lounge*

- Amongst the fabulous motorcars at the Niello Concours at Serrano will be a retreat for those who enjoy the finer things in life. Hennessy along with the Tinder Box will provide a Cigar and Cognac Lounge with all the accoutrements one would need to truly experience grand living. Hennessy will offer refreshing cocktails and the opportunity to indulge with a taste of XO, while you relax in overstuffed lounge chairs enjoying a fine cigar from Arganese Cigars.



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**PORSCHE**



Ferry and Ferdinand Porsche with the Porsche 356/1 at Gmund

Long before the term “branding” became marketing’s “word du jour”, automobile aficionados were aware that the various car marques attract owners and fans with distinctive characteristics that often give them much in common with one another besides a fondness for a particular make. Perhaps, there lies the reason for the popularity of car clubs. Admittedly, generalization of this type is risky business with no pun intended to the movie of the same name in which Tom Cruise placed his dad’s Porsche in the middle of a lake.

In the case of Porsche, requisite in profiling its enthusiast is understanding the wide and enduring appeal that has brought phenomenal success to this brand, and in order to do that, one must look at Porsche’s origins and the vision that has driven its company’s goals in the past sixty years since its inception.

The complete panorama of the marque begins in 1875 with the birth of Ferdinand Porsche to a plumber and his wife in Reichenberg, a town in the then Bohemia. To suggest that the course of the world’s automotive history would have played out differently if young Ferdinand had been born a century later, seems dramatic until the fact that at the age of twenty-five, he and a backer named Lohner unveiled an electric car at the 1900 Worlds Fair in Paris and Porsche personally attracted international attention with his wheel hub engines at the same event.

Just one year later in 1901, at twenty-six years of age, the young engineer debuted an all wheel drive racecar and further dazzled the industry with the world’s first hybrid petrol/electric vehicle. This racer with a top speed of 35 mph, broke records and won the Exelberg Rally in 1901 with young Porsche himself piloting the hybrid. A hundred years later would the world have been up to the speed of this engineering genius? Remember electric cars were slow; drivers wanted the speed petrol provided.

However, being born a hundred years later would have allowed young Ferdinand to miss the age of Hitler and the harmful association it brought with it. In 1931 Porsche started a company in Stuttgart devoted to motor vehicle development and consulting. One of its assignments was from the German government to design a car for the people, a “Volkswagen” in German. The very first Porsche,



Ferdinand Porsche with grandchildren Ferdinand Piëch and Ferdinand Alexander Porsche



# Porsche

BY JUDY BRAVO

the Porsche 64, was developed in 1939 using many Volkswagen components but the name would not become a marque itself until 1948, but that's a sidebar to examine later.

Returning to 1906, at thirty-one Ferdinand Porsche became Technical Director of Austro-Daimler in Wiener Newstadt and responsible for the range of models for one of the world's largest automotive companies. By the time he hit thirty-four he had married and reproduced. His innate intelligence extended to his choosing a bright mother for his offspring because the baby Ferdinand, nick-named Ferry, born in 1909, would thirty-seven years later direct design of Cisitalia (type 360), an all-wheel-drive Grand Prix racecar for the Italian industrialist Piero Dusio. Then in 1948 the 356 became the first sports car to bear the Porsche name, the first one being road certified in June. One month later that lightweight mid-engine roadster won its first victory at the Innsbruck Stadtrennen raceway.

If Ferdinand Porsche founded his eponymous manufacturing enterprise in 1931 why did the birthday of the Porsche marque take so long? Ferdinand Senior had been pressed into thinking "people's car" and later it was "tanks for the memory", while Ferry a.k.a. Ferdinand Jr. enjoyed thinking "speed" and filled his own head with designs pursuant to that objective. He

realized that building a strong racing reputation was requisite to his goals for the family brand. The payoff was that Ferry cut a tiny, luxury niche in the world's pos-war automobile market: the sports car. His cars were powerful enough to win world-class races, yet tame enough to drive in cities. Exciting to drive on the autobahn, the Porsche could also convey kids to school. The daily-driver was born!

With a total production of 81,000, the Porsche 356 was offered until 1965. By 1959, a new generation Porsche was being designed by Ferry's son Britzi, and the 911 was born in 1963. It became one of the largest selling sports cars in the world and along with the 356 became the foundation of Porsche success with number 1,000,000 being delivered to its happy owner on June 15, 1956.

Returning to these paragraphs' opening claim that various vehicle brands appeal to quite different personalities, reasoning follows that Porsche fans highly value precision and performance over "flash". Practical and predictable are still two other "P" words that come to mind when profiling many passionate Porsche enthusiasts. Members of British car clubs may brag about amounts of oil consumed by their vehicles along with other problems encountered in simply arriving at their destinations; Italian marque aficionados may enjoy boasting about the high cost of the last tune up for their machines. Porsche people have the simplest of tastes: perfection pleases them most.



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# Porsche



*Porsche, a German proper name, is pronounced PORSH-AH. The moniker ends with an audible German “e”, and is possibly related to an old Slavic name.*

## On the Green Today

### 1956 Porsche Carrera

Roger & Kathleen Craig • Palo Alto, CA

#### Tracking a Pair of Winners

A couple of names well-remembered by inveterate auto racing fans will reunite on the green at the Fifth Niello Concours at Serrano. Legendary amateur sports car driver Don Dickey will reconnect with the 1956 Porsche Carrera he campaigned to victory up and down the west coast in 1957 to become “Driver of the Year” in 1958. That year the mining engineer collected trophies for that coveted honor from three separate racing venues: the California Sports Car Club, Competition Motors, and General Petroleum which represented Mobil gas.

Before his big wins in Porsches, Dickey had raced other marques.

A pragmatist at heart, in a recent interview he explained his life long

preference for the German marque: “to win a race you need to finish the race. A Porsche could be counted upon to perform. I could keep it together unlike I could with other marques”.

Porsche is his favorite brand and Laguna Seca his favorite track (remember, all the others in those days were as flat as parking lots). Of course, Don’s all time favorite course is the one any driver who ever drove it claims: that 17 mile drive through the Del Monte Forest in Pebble Beach

before a fatal crash pushed that race to Laguna Seca on the hills of Fort Ord. In Europe Dickey’s favorite venue was Nurburgring in Germany.

Tracks may have changed and racing organizations may have morphed, an example is that CSCC has become a part of SCCA, but Dickey’s statistics in his Carrera still command the awe accorded to the champion he is.

Perhaps Cal Club Magazine explained this driver best, “He (Dickey) raced superbly, he was quiet, modest and in every case willing

to allow his driving and his record to speak for itself”. Please meet driver Don and see the car he drove on the green today for more racing memories.





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## Martin Camsey



Martin Camsey worked for Price Warehouse for five years before joining the Niello Company in 1987. He is currently Chief Financial Officer for this respected group of automobile dealerships. He has been involved as a volunteer or board member with charitable organizations including Junior Achievement, Sacramento Metropolitan Chamber of Commerce, The Salvation Army Adult

Rehabilitation Center Advisory Council, Planned Parenthood, Sacramento Children's Museum, Sutter Hospital Foundation. Family Services Agency and the Stanford Home for Children. He graduated from Wantagh High School in New York and CSU Sacramento. Maybe Martin has loved cars since his stroller days, when his mother would tell him what each car was. Thanks Mom!

## Ed Crane



Co-host of The KFBK Morning News, Ed Crane has been reporting on radio and television since 1979. He joined the CBS Radio Network in 1982 where, for 18 years, he anchored hourly newscasts as well as the World News Roundup and Special Reports. He went on to be a reporter and anchor for CBS Marketwatch and has worked as an anchor of the CBS News TV broadcast Up to the

Minute. Crane has reported for WCBS-TV, New York and anchored for WCBS-AM, New York.

Prior to coming to CBS, Crane worked for WBBM, Chicago. His career began at WIFR-TV, Rockford, Illinois. He is a recipient of the Chicago Headline Club Award and is a graduate of Northwestern University.

Ed's rich journalism background is complemented by some interesting and fun acting credits, including the role of Newscaster #6 in the 2004 remake of The Manchurian Candidate with Denzel Washington, and Interviewer in the 2006 movie The Hoax with Richard Gere.

Crane is an avid golfer and a huge wine enthusiast. He has relocated to Sacramento from Long Island, New York, and is joined by his wife of 22 years, Barbara and his eight-year-old son P.J. His daily driver... a Porsche Cayman!

## Richard Bertolucci



Sacramento native, Richard Bertolucci, requires perfection in the automotive work he completes and ultimately will reflect on his name and reputation. In fact he has a number of beautiful automobiles of his own, many that reflect his automotive skills. Bertolucci owned his first car in his early teens, a Chevy convertible. His father made him sell it and buy a hard top for his own

safety because he caught Dick racing a friend with it. His friends would bring their cars for him to customize at his father's house until neighbors complained about noise. Then he did a job for a friend who wanted him to customize his car at his garage at 21st and Broadway in Sacramento. When the job was completed the friend wanted to know if he would be interested in renting the place for 25 dollars a month, a sum Bertolucci didn't know if he could 'cover'. He took the chance and his business took off to become the extraordinarily successful automotive enterprise it is today at the Stockton Boulevard location. Dick made the Bonneville Salt Flats scene in the '50s with his GMC-block Chevy racer. He drove it over 130 mph, the engine turning over 6000 rpm as the car passed the timing mark. Later, when the engine was torn-down he discovered that the two center cylinders had holes burnt through them because of a lean mixture of fuel. Dick says he will be spending time again this year at the Bonneville Salt Flats.

## Robert T. Devlin



Robert T. Devlin is an automotive historian with a particular passion for the Pebble Beach Concours d'Elegance. He first attended the event as a teenager back in 1952, just two years after it started, and he has been among its most faithful participants in the ensuing five decades. Throughout much of the past two decades he has served the event as a Class Judge. He has written two books about Pebble Beach:

Pebble Beach, A Matter of Style detailing the Concours' early history. Pebble Beach Concours d'Elegance, The Art Of the Poster highlighting the Concours' posters from the past. He has also written over 90 articles about automobiles for various magazines and other publications. An ardent automobile enthusiast, Robert Devlin is a very active member of the Ferrari Club of America, having held several national positions with that organization and serving regularly as a judge at both regional and national events.

## Gordon R. (Gordie) Glyer



Gordon R. (Gordie) Glyer is a Sacramento born lifelong auto enthusiast, racer, racing fan and imported car dealer. After he attended his first sports car race at Pebble Beach in 1952 he was hooked on road racing and sports cars for life. The Ferrari factory yearbook credits Glyer with the first Ferrari victory of 1959 at Pomona, California. Gordie, now retired, is an avid Formula One fan and has attended every U.S. Grand Prix

at Indianapolis with Gloria by his side, as always. Gordie and Gloria attend the Monterey Historics frequently and this year visited their old 250 Testa Rosa, now beautifully restored, at the private Lawrence Stroll Gallery in Mont Tremblant, Quebec, after attending the Grand Prix of Canada.

## Gloria Glyer

Gloria Glyer's interest in motor sports did not start when she met Gordie. She attended midjet races at Hughes Stadium and in West Sacramento and went to the Pebble Beach races in 1955 and 1956 in pre-Gordie days. Chico born and a graduate of Grant Union High School and Sacramento State College, Gloria was a reporter for The Modesto Bee and then for The Sacramento Union. Her current jobs include a weekly column for The Sacramento Bee announcing fund-raisers for non-profit endeavors and the monthly Dining Divas restaurant feature in Sacramento Magazine. Fine automobiles, motorcycles and classic wooden boats are considered works of art.

## Dwight O. "Spike" Helmick, Jr.

Dwight O. "Spike" Helmick, Jr. started his 35-year career with the California Highway Patrol in 1969. He served in all ranks within the



FBI National Academy. He and his wife have two daughters and five grandchildren.

Department before he was selected as the Deputy Commissioner in 1989. In 1995 he was appointed Commissioner by Governor Pete Wilson and subsequently served Governors Gray Davis and Arnold Schwarzenegger. He is currently an associate professor with California State University, Long Beach and does private consultant work. He graduated from Golden Gate University and the

## Gary Horstkorta



After retiring from a sales and marketing career in the broadcast television equipment industry, Gary Horstkorta now devotes a good portion of his time to the many automotive hobbies he has developed over the years. These include owning, maintaining and racing vintage sports cars; sports car racing historian and memorabilia collector; freelance writer of historical magazine articles about sports cars, events and people; editor of vintage race club monthly newsletter; member – Sports Car Club of America (SCCA); columnist for the San Francisco Region (SFR) of the SCCA's monthly publication The Wheel; Archivist for the San Francisco Region; high performance driving school driver coach; member – Western Automotive Journalists.

## Kjell Qvale



Kjell Qvale has parlayed a passion for speed into a stellar sixty-year long career in both auto racing and horse breeding. After attending the University of Washington, his tour of duty as a Navy Transport Command pilot during World War II helped to whet young Qvale's appetite for all things connected to horsepower. Not surprisingly, after the War, he entered the automobile business by opening

a Willys Jeep agency. In 1947, smitten with the post-War MGs, Qvale opened Northern California's first MG dealership. Unbridled enthusiasm for sports car racing led to his involvement in starting the sports car club movement in California and in the promotion of road racing on the West Coast. Next his journey took him to the road races at Pebble Beach and eventually to Laguna Seca Raceway where he personally helped to design its famous "corkscrew" curve. By the late fifties he was making real road racers, specifically the Junior and the Genie, and by 1964 had two entries in the Indianapolis 500. Purchasing controlling interest in Jensen Motors in 1970, he produced a totally new sports car: the Jensen Healey. Fast on its heels came the Jensen Interceptor, and then in the 1990's, this innovator produced the Qvale Mangusta in Italy.

## John White



Born into a Long Island Dodge/Plymouth Dealer family in 1940, John was immersed in the car world early on. Although as a boy he did get caught up in the new model craze engineered by Detroit to sell cars, he also looked back to earlier grand cars of the 30's and 40's with admiration. John's collector mentality was brought to life with his first copy of Hemmings Motor News in 1958. Amazed that

there were actually other people that liked old cars, he devoured the early edition of Hemmings. In 1960 his Father's dealership traded in a 1948 Cadillac Convertible. John saved and plunked down \$50.00 and it was his. Compared to a 1960 model, the Cadillac looked old and stogy, but to John it had everything; the start of his collection.

After four years at Georgetown and a stint in The Air Force, John headed to California with his Cadillac in tow. He landed in Sacramento and got a job selling office copiers. Later he started Inland Business Systems Inc. which just celebrated their 31st year in business. Last Year John sold Inland to a division of Xerox and now is retired. His car collection began acquiring old cars in the 70's. The 1948 Cadillac is gone, a victim of east coast rust, but a duplicate without the rust, in the same color, is in place.

The Ramshead Collection has been collecting some rare cars; among them is the 1941 Cadillac Woody which is on the field at Serrano today. Others include a 1941 Chrysler Newport Dual Cowl Phaeton by Le Baron, a 1954 Chrysler GS1 Coupe by Ghia, The Leo Carrillo Chrysler Town and Country and the only Boano Bodied Chrysler in existence. Favorite drivers include a 1951 Plymouth Concord Wagon and a 1949 Dodge Wayfarer Roadster just to remind him of the good old days of his Dad's Dodge/Plymouth.

# PORSCHE

This is the year of Porsche's 60th birthday, which is being celebrated today with the Niello Concours at Serrano and special honors for the Niello founder and Porsche pioneer: Richard Niello Sr., who serves, appropriately, as Grand Marshal.

While we celebrate Porsche's 60th birthday, it should be noted that Porsche arrived in Sacramento 54 years ago at the tender age of six. Around 1950, a young ex-navy pilot named Sam Weiss caught the sports car bug and on a dare entered his MG-TD in the 1951 Pebble Beach Road Races.

Sam became so enamored with the sports car scene that he left his native San Francisco for Sacramento to open Oxford Motors at 1831 J Street, selling MG, Jaguar, Riley, Singer, Allard, Daimler, Hillman, Morris and Talbot automobiles.

During the '50s, it took a lot of hard work to get Sacramentans to accept those funny little foreign cars. Sam decided that racing would help and racing Sam went. From the MG, he moved to a Jaguar XK-120, then to a big J2-X Chrysler Allard and later to an Osca, placing well in every race while showing great style. He scored his first overall main event win at the 1952 Stockton Road Races in the Allard.

In 1954, Oxford Motors was awarded the Porsche franchise for the Sacramento Valley and in 1955 Sam took delivery of a new Porsche 550 Spyder. Sam and the new 550 finished third their first time out at Pebble Beach in 1956. In other competitions in '56, Sam raced the Porsche to an overall win at Arcata, class wins at Santa Rosa and Buchanan Field and seconds at Sacramento and Seattle Seafair. Local fans began to follow Sam to the races and enthusiasts began to find their way into the showroom at Oxford Motors, where a new 1955 Porsche Speedster was \$2995.

The Porsches were race prepared locally by Sam's service manager, a young German immigrant named George Grinzewitsch, who went on to establish VonHousen Motors/Mercedes Benz.

The year 1957 found Weiss moving Oxford Motors to 15th and I Streets (behind the Memorial Auditorium) and opening International Motors at 2405 Fulton Avenue for his continental makes: Porsche, Simca, Renault, Peugeot and Borgward.

Up to 1959, Porsches had been distributed to nine dealers in Northern California by Norwitt Motors of San Francisco. Porsche changed its policy and in 1960 appointed Reynold C. Johnson, the Volkswagen distributor in San Francisco, as the new distributor for



Porsche, terminating Norwitt Motors. Johnson preferred that only existing Volkswagen dealers handle the Porsche line, leaving Weiss out of the loop.

Sam felt his racing had done a great deal to promote Porsche's image in Sacramento and it was with some bitterness that he advertised his RSK in the November 20 issue of MotoRacing with the reason for the sale: "withdrawal of his Porsche franchise." One thing can not be denied: Sam got Porsche off to a fast start in Sacramento.

Sadly, Sam Weiss on June 4, 1960, became the first fatality in the short history of Laguna Seca Raceway at the age of 36. During the Saturday morning practice, Sam touched a slower car he was passing, went off the road as he approached turn four and flipped several times losing his life instantly.



# in SACRAMENTO

By GORDIE GLYER



Reynold C. Johnson in 1960 assigned the ex-Weiss Porsche franchise to Haines Volkswagen, which was then located at 1010 Del Paso Boulevard in North Sacramento. Soon after, Haines built a new dealership for VW and Porsche at 2241 Fulton Avenue. Volkswagen pioneers Wes Lasher and Richard Niello, partners since 1955, operated Lasher-Niello Volkswagen at 1701 K Street and in 1960 also became Porsche dealers. In 1961, Bob Haines passed away and his widow, Irene, opted to sell Haines Motors to Richard Niello in 1963. Lasher and Niello then dissolved their partnership with Lasher continuing on K Street as Lasher VW/

Porsche and Niello forming R.L. Niello Co. (VW/Porsche) on Fulton Avenue. In 1967, Wes Lasher re-located his VW/Porsche dealership to Florin Road.

Richard Niello then embarked on a continuing program to expand, modernize and improve Porsche facilities and service. In 1969, a larger, very modern Volkswagen/Porsche dealership was built at 2701 Arden Way. In 1970, Porsche and Audi were combined and Niello Porsche/Audi opened at 1841 El Camino Avenue, coinciding with the introduction of the 914-4 and 914-6 models. Then, in 1976, Niello again moved Porsche to more modern facilities on Madison Avenue.

Today Porsche enjoys a beautiful home as a stand alone marquee on Granite Drive in Rocklin, very professionally operated as part of the Niello Group of Dealerships by our Serrano host, Richard Niello, Jr.

Our Grand Marshal, Richard Niello, Sr. can still be spotted tooling around town, wearing a big smile in his daily driver: What else--but a silver Porsche Carrera 4, which he says is the finest Porsche ever built.

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## FAST FACT

# Impala... A Model for Success

By JUDY BRAVO



Introduced in 1958, Chevrolet's Impala model became a favorite for millions of Americans with its combination of style, performance and value. In fact, with sales in excess of twelve million between 1958 and 2002, more American households chose Impala as their car than any other full-sized car in the history of the automobile. Impala represented "a prestige car within reach of the average American citizen" explained its chief engineer, Ed Cole.

In addition, the brand is credited by many historians as starting the muscle car era. As Chevrolet's "top of the line" model, the Impala became the symbol for performance with the introduction of its signature Super Sport model, produced from 1961 to 1969. The "SS", as it soon came to be known, was produced once again in 1995 and 1996, and allowed the Impala to live up to its original namesake: the impala antelope of southeastern and south-central Africa renowned for its quickness, and that's a fact.

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## 1956

### Chevrolet

### Bel Air Two-Door Hardtop

The excitement began with a telephone call from my father from Oklahoma, "Clem, how do you set the points on a Mallory Distributor?" That was the first indication that my dad had acquired an interesting car. I was not able to describe the setting of dual points, since I had never done it before. When my father returned to Vallejo, CA in his new, performance-enhanced black and crocus yellow 56 Chevrolet Bel Air hard top, I was no longer ashamed to be seen by my friends driving the family car, which up to that time was a 1949 Nash Ambassador.

Dr. Clem Furlong  
Biochemist, University of Washington  
Seattle, Washington

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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.*

## Jesse A. Bravo

### Photographer



Jesse A. Bravo has been racing automobiles since the early 1960's when he campaigned a 1957 MGA on SCCA courses. For the past thirty-five years, Bravo has been involved with SCCA's Concours d'Elegance division, either by showing his silver 1963 Jaguar E-Type

Roadster that he personally restored, or by judging, serving as both its Chief Judge and its Chief of Concours. With current Chief of Concours Steve Miller he authored the SCCA Judging Guidelines used at this time on the field. A graduate of Brooks Institute of Photographic Arts and Science in Santa Barbara, he was class valedictorian, and worked as a commercial advertising photographer and photojournalist. He also served as President and General Manager for TRW's Imaging Systems Division until his retirement in the 90's. Not one to sit idle, he is currently enjoying yet another career as a digital photographer and archivist for the Crocker Art Museum in Sacramento.

## Judyth Bravo

### Consultant



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

roadster precipitated her introduction to her husband of almost thirty years, Jesse Bravo, former SCCA Chief of Concours. A former high school art teacher by trade, Bravo sees the great importance of the Concours d'Elegance lying not in its chances for competition but for its opportunity for education.

## Anthony M. De Arcos

### Lord's Gym Liaison



Anthony M. De Arcos has over thirty years of professional experience, including fifteen years in the construction industry and over 17 years experience in the Environmental Consulting field. Mr. De Arcos is one of the founding principals in National

Analytical Laboratories, Inc. He has conducted consulting work for Federal, State and Local agencies, along with the private sector, regarding asbestos, lead and mold abatement issues. His true passion, however, is baseball, and on most spring afternoons you can find him at Oakmont High School, working with their upcoming and promising pitchers. On the weekends you'll find him at home with his family of seven and on Sundays teaching toddlers at Solid Rock Faith Center.

## Chip Dyson

### Awards Chairman



Chip Dyson is a lifelong auto & motorcycle enthusiast who moved to Sacramento in 1970 after 20+ years in Hawaii. His formative years were not easy as no one else had trading cards with Lamborghini or Hispano Suizas on them. His first job in Sacramento was working for the late George Grinzewitsch

at Von Housen Motors and he has been in the automotive or motorcycle field ever since. In addition to the Niello at Concours Serrano, Chip served on the Board of the Capitol Concours at the State Capitol. He now enjoys exploring backroads near and far with his growing motorcycle collection or antique VW camper with his beautiful wife, Dixie.

## Steven P. Hellon

### Official Concours Photographer



Steven Hellon was destined to be a photographer long before he even held a camera in his hands. While growing up in St. Louis, Mo. Steven's aunt would visit from Oakland, California always accompanied with her Polaroid camera. Steven was so fascinated with how images taken with that camera just appeared out

of thin air. Years later he became obsessed with buying a camera and becoming a photographer. After moving to California in 1971 graduating from High School in 1974 and working for fifteen years in the restaurant business, Steven decided to pursue his passion. He attended Sacramento City College, studied photography and later landed a position with the State as a photographer photographing Governors Wilson, Davis, and Schwarzenegger. Steven has owned his own business since 2003 and continues to freelance commercial assignments through out the State and other countries - Greece, China, Italy, and more to come.

## Dwight O. "Spike" Helmick, Jr.

### The Niello BMW Ultimate Driving Tour Commissioner



Dwight O. "Spike" Helmick, Jr. started his 35-year career with the California Highway Patrol in 1969. He served in all ranks within the Department before he was selected as the Deputy Commissioner in 1989.

In 1995 he was appointed

Commissioner by Governor Pete Wilson and subsequently served Governors Gray Davis and Arnold Schwarzenegger. He is currently an associate professor with California State University, Long Beach and does private consultant work. He graduated from Golden Gate University and the FBI National Academy. He and his wife, Deb, have two married daughters and five grandchildren.

## Gayle Hensler

### Director, The Concours Foundation



Gayle Hensler returns to our Board for her fourth year in a new capacity. Working with members of the advisory board, she has formed The Concours Foundation, a non-profit organization that provides resources, education and funding in the community and fosters an interest in automobile collection and restoration. Gayle brings over ten years experience in fundraising, including planning, coordinating and overseeing events benefiting Non-Profit Organizations and children. Additionally, she is a Board member of the San Juan Education Foundation established to provide funding to San Juan school's in the areas of Science, Technology and the Arts. Years of car collecting, restoration and attending car events with her husband, Joe, have led her to enjoy many great friendships, social activities and car events like this fabulous Concours at Serrano.



# BOARD

## Jeff Kenyon Project Manager



Jeff Kenyon, Allstate Financial Services, a local financial planning and insurance agency, has been project manager for the concours since the beginning. His passion for cars began when he drove various model racing cars from the 60's to the 80's in SCCA, FRA and RURA

(1972 series champion) events all over the west coast. He also spent several years as an SCCA driving instructor. His event organization skills were honed during 15 years at the Stockton Ag Show, 9 years at the Su Salud Health Fair and more than 25 Promise Keeper events. He and his wife Nancy have three grown children and one grandson. His current goal is to find a regular ride at vintage racing events.

## Rosie Kessell-Kracher Director Public Relations



Rosie recently "retired" from a 20-year career in law enforcement, where she served the Folsom community in a variety of Police assignments. Her most rewarding experience was that of School Resource Officer, where she is known as "Officer Rosie" by hundreds of Folsom students, parents,

and school community members. Rosie found her calling to be working with the people of the community and with volunteers. Her new career as Volunteer Coordinator, supports both the Police and Fire Departments in Folsom. Raising two very active teenagers and years of volunteering in school activities and sporting events, gives Rosie a real appreciation for those who actively support their community. Rosie's love of running and endurance sports helps keep her energy level at its peak.

## John McNamee Chairman Concours Branding



John McNamee has been in the apparel business for 22 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. Johns company has been involved in many large events in Sacramento including both Olympic Trials, the Jazz Jubilee for 15 years, countless fun runs,

California International Marathon, and various corporate accounts. Being a car guy, owning two Porsches, a Ferrari, and the orange Detomaso Pantera, on display at the concours today, he was very excited to be associated with the Niello Concours in producing the souvenir apparel. He feels that being at this event every year and selling merchandise while surrounded by so many incredible cars, life simply doesn't get any better.

## Ben Monroe Official Tour Photographer, The Voice of the Concours, Honorary Judges Liaison



Ben's contribution to the Niello Concours over the past three years has been to provide photographic images during Raduno, Gala, Tour and Concours events.

Last year Ben put down the camera and picked up a microphone to "chat" with Concours automotive and vendor participants. Ben's automotive background includes late 60's early 70's SCCA club racing in

the Pacific Northwest (Kent & Portland) and California (Sears Point & Riverside).

## Cheryl Rommel Vendor Concierge



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

works as a substitute for the San Juan Unified School District and is also a freelance photographer. Both jobs affording her the time to do what she loves most, raising her four children, now ages 10-23yrs old. Cheryl and her husband of 25 years, Tye, can often be found at their cabin in the Tahoe National Forest enjoying the outdoors and quiet of the mountains.

## Lawrence Roth Car Club Liaison



Lawrence Roth has had two distinguished and rewarding careers. The first with the United States Air Force. His flying career took him all over the world flying an array of cargo and fighter aircraft. He retired in 1973 at Travis AFB in Fairfield after the world viewed a monumental flight operation called "Operation Homecoming". His aircraft brought the first group of

POW's back to the United States after picking them up at Gia Lam Airfield in Hanoi, NVN. His second career was in education, teaching high school students for 27 years. Larry started the first Air Force Junior ROTC program in Sacramento. In 1997 he received a government grant and opened an Aviation Academy, giving flight instructions, at Executive Airport, as well as hands on aircraft maintenance in the high school classroom. He retired again in 2001 and began another "career" this time in classic cars. Besides

showing his 57 Thunderbird at the Concours he also participates in local car shows with his 69 Mustang and 70 Camaro. Larry is an active member of 3 car clubs. He and his wife, Shirley, live in El Dorado Hills.

## Skip Quain Concours Entries



International high Tech Sales and Marketing Consultant, Skip Quain has been working in the high Tech sector for over 45 years, markets specializing in developing strategies to profitably grow start-ups and companies with financial or growth problems in International markets. Now working with OPTi Technology, a spin-off from OPTi

Inc where Skip headed the Sales and support activities, he is winding down his consulting business and enjoying the El Dorado Hills environment. Prior to OPTi, Skip headed sales at Synaptics Inc, a leader in the TouchPad and interface solutions market for notebook PCs, mobile phones, and digital music players. Skip's team introduced Touchpad technology to DELL, Apple, HP, Compaq (now a part of HP), Sony and others growing Synaptics to a world leadership position. In the iPod and Cell phone market Skip's team introduced the scroll pad to Apple for use in their first iPod product. An avid car fan from a young age, Skip has owned several sports cars, including a 1960 Porsche convertible D, 1969 911 T, 1974 911 Targa and a 1994 Corvette. In 1978 Skip's long interest in sports cars culminated with the purchase of a 1962 Lotus23B sports racer originally owned and driven by Sir Jack Brabham. Sir Jack raced the Lotus in the 1962 USRRA series at Laguna Seca, Riverside, and Grand Bahamas Speed Week. After attending The Niello Concours at Serrano in 2007 the Quains made the decision to purchase a home at Serrano in El Dorado Hills. This spring the Quains and their dog Cleo, a Border Terrier, moved up from Foster City in the Bay Area, and are enjoying life in their new home.

## Summer Wright Events Coordinator, The Niello Company



Summer Wright has been with the Niello Company since May of 2007. Prior to her appointment at the Niello Company, she was the Marketing Director for Oregon State University Athletics, a member of the Pacific 10 Conference. There she managed all areas of marketing and promotion for fifteen Men's and Women's

Athletic Programs. Summer's career began in television as the Promotions Director for the local NBC affiliate in Chico, CA. Summer graduated from California State University, Chico with Bachelor of Science in Business Administration with a concentration in Marketing. Currently, she resides in Rancho Murieta with her husband and two young children.



# Marking One Hundred of





# Years Excellence

By FRANK WEISMANTEL



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So...what did come first, the Chicken or the Egg? With GM, the Egg definitely came first with the start of Buick, created by David Dunbar Buick, way back when. Incorporated in 1903, Buick became the ripe fruit that was picked by William Durant, the founder and recurring leader of General Motors. By 1908, Buick was the largest selling brand in the country, selling more automobiles than Ford and Cadillac combined. Besides selling well, Buick racecars performed extremely well, winning worldwide events from the United States to Buenos Aires, Argentina.

Durant started with Buick and soon acquired Oldsmobile, Cadillac, Oakland (The brand, not the city!) and Elmore, all within a period of about 12 months. Interestingly, the Oakland marque did not disappear. Today it is known as Pontiac. During the early 1900's, Durant continued buying, purchasing automobile parts manufactures, accessory manufacturers and numerous smaller auto builders. By 1908, General Motors was working strongly as the behemoth we know her to be today.

Durant also formed another familiar marque, the Chevrolet. While financial and managerial conflicts drove Durant out of GM in 1910, he was firmly back in control by 1916. Soon afterwards, Chevrolet was rolled under the General Motors umbrella. Unfortunately, the stock market crash of 1929 spelled the end of the Durant era. Fortunately, the company remained strong and survived the market crash. New leadership was already in place while the "post Durant" era began in the early 1920's.

While Durant was the father of the company, the strongest and most productive leader was clearly Alfred Sloan. Under Sloan, who took over leadership in 1924, GM became the largest company in the world and was the first to generate product sales of over one billion dollars in the fiscal year of 1955. By that time, the company became wildly diversified, selling locomotives, military equipment and acquired numerous smaller companies that supplied the "fuel" of the larger manufacturing entities.

Competition with the other two major manufacturers, Ford and Chrysler was intense. Buick, Cadillac, Chevrolet, Oldsmobile and Pontiac were surprisingly different from Ford and Chrysler. Ford and Chrysler were still offering simple, non-descript automobiles, when compared with the incredibly diverse and rapidly evolving products of General Motors. Also, General Motors was the first major automobile company to offer customers the ability to purchase cars on credit. New and captivating styles, performance and ease of purchase allowed GM to outsell Ford and Chrysler for many, many years.

# Key to a Richer Life

This is Main Street, U.S.A. It is unlike any other Main Street anywhere else in the world. It is rich in contentment and well-being. It breathes with hearty and wholesome activity. And as you see and know firsthand, it reveals very largely indeed the family car. Along every Main Street in America, General Motors cars are a familiar and trusted part of the rich, full life Americans know. And this is so, very largely, because General Motors men have never ceased trying to improve on their best, have never flagged in their zeal to build better cars each year than they built the year before. Because of their practical skill in Research, Engineering and Production, the key to a General Motors car is recognized today as the key to greater value. It is perhaps not too much to say that it is likewise the key to a rich and satisfying life.



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So, what is the significance of all these marques and what did they bring to General Motors? Each brand started with something unique and innovative. Durant started with Buick and felt he needed something “more”. Durant was probably focused on a marque that was more luxurious, more quality oriented and, most importantly, more profitable.

He found it in Cadillac. He also found the single best feature of automobiles of the time; Electric starting. No wonder Cadillac became the favorite of the wealthy, older segment of the population. Electric starting was introduced in 1912 and suddenly buying a Cadillac meant no more hand crank starting. It was a very good year. Not content with acquiring only electric starting technology, General Motors acquired Dayton Engineering Laboratories, known today as AC Delco, the main supplier of electrical equipment for all of General Motors.

Over time, Cadillac became General Motor’s premium marque. Presidents, Kings, Sultans and every other kind of world leader chose Cadillac for their limousines and, starting in 1915, fully armored cars. For decades, Cadillac owned the world leader market, fully displacing Rolls Royce.

General Motors bought a winner and brought it forward to global leadership. A proud accomplishment made with a proud marque.

And, Cadillac cars were not simply luxury “land yachts”. Caddy’s raced and won. For example, in 1937, a Cadillac LaSalle equipped with a V8 engine set records for speed and endurance at the Indianapolis 500 road race, averaging 82 miles per hour, an outstanding achievement for the time.

After Cadillac, what else was Durant looking for? More variety was his goal, looking for many products to serve many different customers. After Cadillac, Durant purchased Oakland Motor Car Company, known today as Pontiac. Born in Pontiac, Michigan, Oakland Motor Car Company was the offspring of Pontiac Buggy Company, started by Edward M. Murphy. Apparently, Durant was both a friend and admirer of Murphy and bought the company with more desire to bring Murphy on board than to actually acquire the Oakland Motor Car Company.

In 1926, the first Pontiac Car was built and Oakland Motor Car Company was no more. Pontiacs were a hit and sold over 76,000 cars during their first market year. The price of \$825.00 was right and the cars were snapped up.

General Motors was simply the right idea at the right time. The United States, and the entire world, for that matter, was about to move farther and faster into the future than ever before. More than just Pontiac cars were snapped up. The country started snapping up new ideas and big dreams. Few companies dreamed bigger than General Motors. The company didn’t just come out with wild ideas; the General brought them to reality. From automobiles that were virtually indistinguishable from the newest aircraft, exemplified by the “Firebird I” (1953) and the Firebird “II” (1956), all the way to changing the way the entire world thought of automobile transportation, General Motors grew until it was an important part of our national identity.

How much of our identity is reflected in the Generals work? Read each of these names and reflect on the powerful images that come up in your mind: Camaro, El Dorado, Firebird Trans-Am, Road Master, Coupe Deville, Hummer, Riviera, Cutlass, GTO and, finally, Corvette. Many of our cultural icons are closely associated with General Motor’s automobiles. Would Burt Reynolds ever be known as “The Bandit” without a smoking hot Trans Am? How about David Hasslehoff? Not much potential for global fame without KITT, his tricked out Trans Am. How could anyone ever “get their kicks on Route 66” without a Corvette convertible?

Over time, General Motors became far more than simply a big company. They became, and remain, a significant part of our lives, and our hearts.





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# *General Motors*

# MOTORAMA

BY JUDY BRAVO



The 1955 General Motors Motorama with the La Salle II Roadster in the foreground



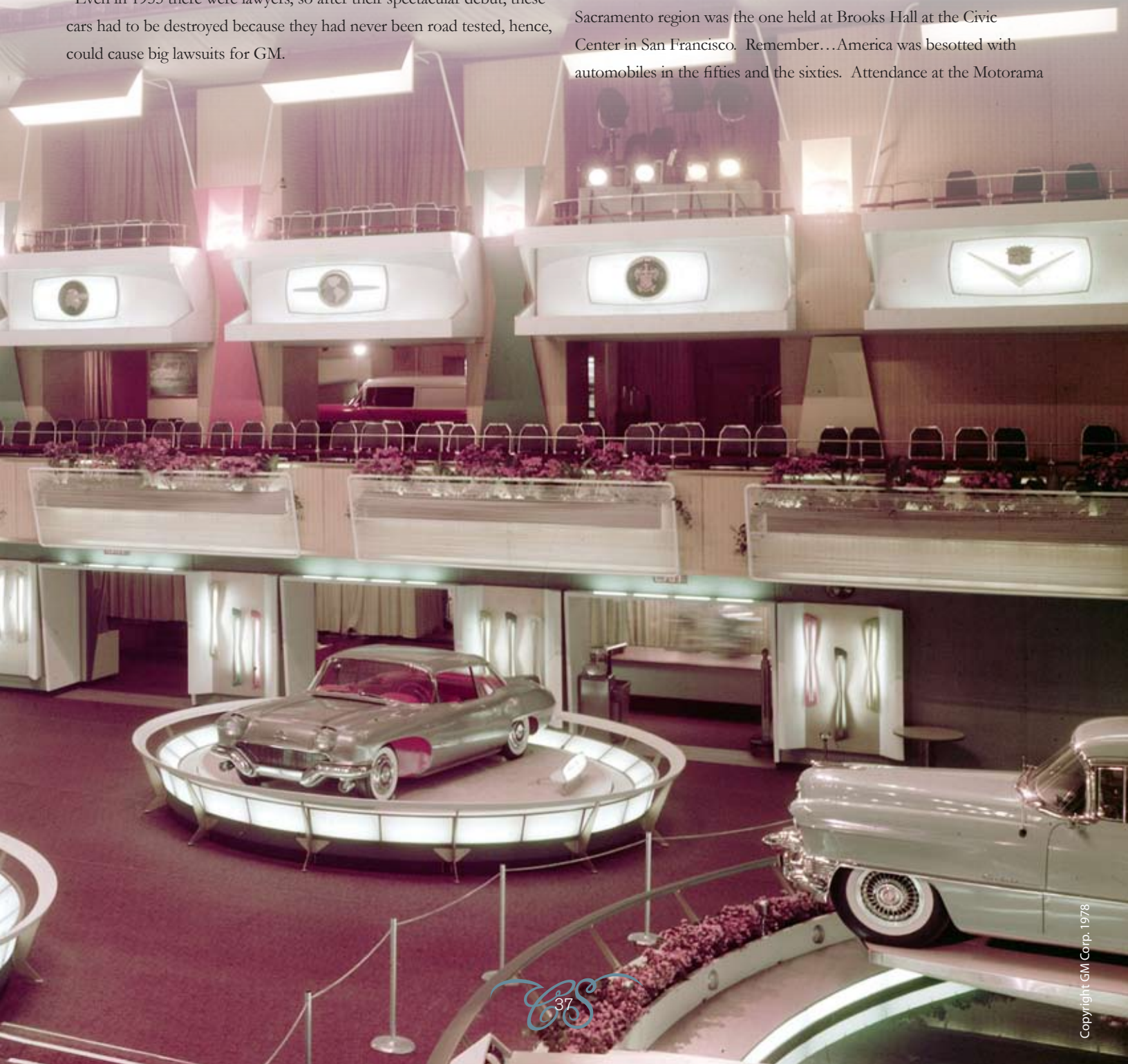
During the mid-twentieth century, General Motors sponsored a traveling car show each called Motorama throughout America to introduce their new models for the marques under their umbrella. As an additional lure to these stellar GM displayed concept cars that showed the giant company's vision for the future.

In August the 2008 Pebble Beach Concours featured a display of these Motorama concept cars. Certainly notable among these appropriately called "dream cars" are the restorations of the La Salle Roadster and the Chevrolet Biscayne owned as well as brought back to their original condition by Joe Bortz. He was a young boy when he first saw these two concept cars at the Motorama in 1955.

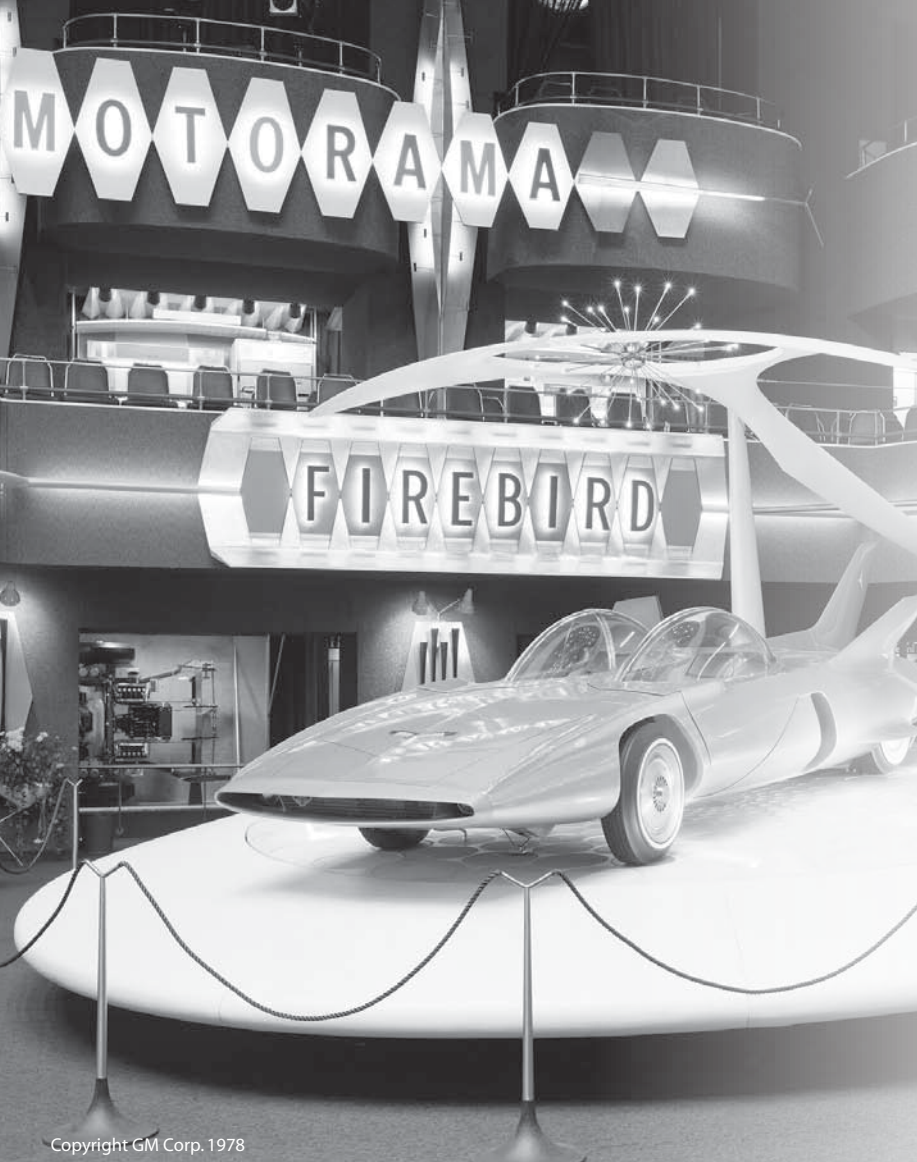
Even in 1955 there were lawyers, so after their spectacular debut, these cars had to be destroyed because they had never been road tested, hence, could cause big lawsuits for GM.

Decades later in a Detroit junkyard Bortz recognized the remains of these cars he had long ago admired. The junkyard's workers had not crushed the La Salle; and although the Biscayne's body had been wrecked the wise owner of the yard had managed to save the pieces of both fabulous vehicles. Bortz worked laboriously to restore these beauties. "I feel like an automotive archeologist", said Bortz, who first showed some of his concept cars on the upper lawn at Pebble Beach in both 1989 and 1990, drawing large crowds enthralled with his creative cars both years. Bortz reminisced that the bodies were fiberglass so there was no oxidation with which to deal; however the remaining pieces were almost hopeless. He fondly muses, "It was like resurrecting a dinosaur".

While reminiscing, the Motorama in closest proximity to the Sacramento region was the one held at Brooks Hall at the Civic Center in San Francisco. Remember...America was besotted with automobiles in the fifties and the sixties. Attendance at the Motorama







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was considered a big event for both sexes and all ages. In fact, an invitation to one from a guy to a gal was a big date night. Tickets to these shows were expensive, relative to the economic statistics. “Dressy” was the order of the day, or evening. Yes, ladies, a simple sheath or skirt suit with heels, a small matching leather purse, and elbow-length leather gloves (matching, of course) was appropriate attire.

The GM Motorama shows being the social event that they were at the time drew huge crowds, well over 300,000 people would attend. The motorcars were the stars of the show: they were displayed on elaborate turntables and multi level, cantilevered platforms and were accompanied by fashion models called the ‘Moto Glamour Girls’ along with a large cast of actors, singers and dancers. Musical reviews and theatrical productions were staged around them as well as wide-screen movies shown behind them. Each Motorama was to become more elaborate than the one before.

The Motorama era has often been called the Golden Age of GM design. During this era the Motoramas flourished, grew in scope and complexity—and then ended because the escalating cost of the ever-more-elaborate displays ultimately outpaced the perceived sales and public relations benefit.

Perhaps as you enjoy this Concours d’Elegance event today, you can imagine the excitement felt at those long ago attended Motoramas; as both celebrate the art of the automobile.

## GM Futurliner

General Motors constructed twelve Futurliners to tour North America, presenting the Parade of Progress to millions of visitors who enjoyed demonstrations of cutting-edge science and technology. The brainchild of Charles Kettering, the Parade brought World’s Fair type exhibitions to small towns across the country.



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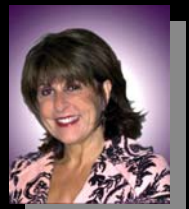
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# The Jewel in the GM Crown

BY JUDYTH 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. Part of the Cadillac cache was the French family's coat of arms dating from the 11<sup>th</sup> century. The authentic emblem was adopted for the car and is still in use in 2006. 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.

This first Cadillac with its single-cylinder engine was primitive in comparison to European models of the time. Fortunately the car's simplicity, lightweight and high ground clearance was just what America's rustic roads required. Sixteen thousand Cadillacs were sold between 1903 and 1908 in various body styles in the price range of \$750 to \$1,400.

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. The fin craze marked its peak in 1959 and Cadillac stylists, then led by Bill Mitchell, began to





scale them back, paving the way for a simply elegant 1965 model. By then Cadillac had produced three million units.

Brevity is acknowledged to be the soul of wit. Statistically speaking, you quit reading this labor of love about four hundred words ago. The Cadillac saga is such a fascinating one that every turn, every twist of its exciting journey seems deserving of the telling. Filled with creative thinking, innovation, and the setting of high standards to be diligently met, the marque's story seems parallel to the American Dream itself. The name Cadillac is a cultural reference point signifying "quality" for every demographic group, young and old alike. Cadillac Margaritas may have replaced Golden Cadillacs

but affluent young Americans still lust to buy Escalades and the 2006 CTS models with Corvette engines combined with four speed gearboxes. Cadillacs continue to evolve into increasingly exciting automobiles and are still a symbol of their owners' success. One can almost hear Sieur Cadillac whispering "tres bien".



# The Car on the Cover

## 1959 CADILLAC CONVERTIBLE

BY KATHY EVANS



Photo by Jesse Bravo

I remember exactly where I was standing, with my Dad, when I saw one for the very first time! A brand new RED 1959 Cadillac Convertible! The longest car ever and OH! Those fins!

I fell in love with that marque, and promised myself that someday I would have one. Eighteen years ago my dream came true when I became the owner of my first Cadillac. It was not the '59 model; of course, I wouldn't have minded a '59 with those "rocket fins", instead, but a Cadillac it was.

Fortunately, I married a guy who loved cars as much as I do. Over the years we looked at several '59 convertibles. They were either "too done and high priced, or rather rough" and would take a lot of money and effort to restore. I had just about given up on ever owning one. Then seven years ago, April 2001, my wonderful husband surprised me with this beautiful car for our 33rd wedding anniversary!

It was all original with low mileage and had been sold new in San Francisco. My husband bought the car from the second owner who had owned it since the '60s. The car had a small part in the James Bond movie, *A View to a Kill*, in 1993.

I absolutely love driving this car! It is so much fun! We attend car shows all over California and Nevada. Hot August Nights is one of our favorite venues. The car has won many awards including "Best Original" in 2001.

At almost all these shows, we are accompanied by our German Shepherd – "Miss Kitty". She was born on our anniversary in 2001, and for some reason the '59 is her favorite car. Miss Kitty loves to dress up and show off. She is extremely well behaved at the shows and is always welcomed. She has dozens of close, adoring friends and no one is a stranger to her. Miss Kitty has several pairs of sunglasses, neck scarves,

hats and 'car themed' dog coats, and a special '50s outfit complete with saddle shoes. She loves to pose for photos and has probably done so over a 1000 times by now. Look for the car and Miss Kitty at the 2008 Niello Concours at Serrano, we'll be there!

One Hundred Words

100

For One Hundred Years

1966

Oldsmobile  
Toronado

When I was 21 going on 16, my friend Mickey, my sister Teddy and I worked for my father's construction company in Woodland, making a daily commute from Sacramento. My father purchased a used behemoth, green boat of a company car for our drive. The best... slash worst... slash best... part of the car was its speedometer. It wasn't a flat dial with a needle but a cylinder wheel kinda like a coke can lying on its side. As the car accelerated, the wheel turned just like the wheel on *The Price is Right* TV show. The very first day we took the car to work we were spellbound by its novelty. Could we reach the 100 mark and win just like on *The Price is Right*? We were watching the speedometer wheel and laughing when the engine blew. A mushroom-like cloud popped the hood open. Laughter ceased until we had safely parked on the side of the highway. Then we all laughed real hard.

Tony Vallejos  
Gallery and Framing Manager  
Orangevale, CA





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# on the Green

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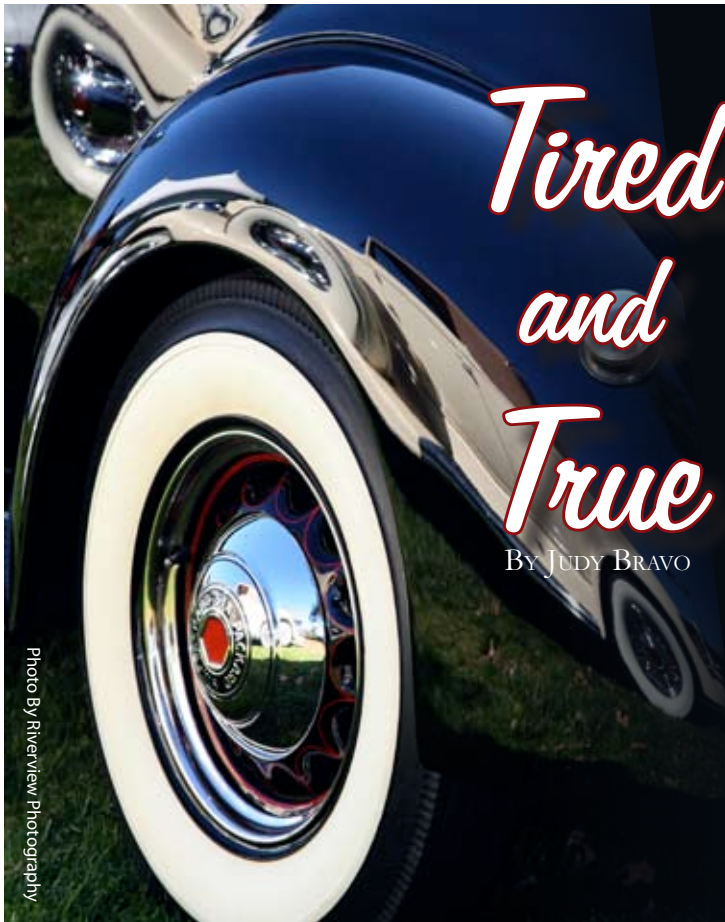
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# Tired and True

BY JUDY BRAVO

Automobile manufacturers would have been forced down another road if the development of tires had not taken its innovative parallel pathway. It all started rolling in 1844 when Massachusetts inventor Charles Goodyear patented the process of vulcanization which made durable rubber products possible. Then in 1887 a Scottish veterinarian John Boyd Dunlop while attempting to improve the ride on his son's tricycle came up with the inflatable tire. Dunlop patented his pneumatic tire, only to relinquish his exclusive rights to Robert Thompson who had beaten him to the idea 40 years earlier.

Not until 1895 did those French brothers put inflatable tires on an automobile, their Peugeot that they campaigned in the Paris-Bordeaux Race. Innovative on its own, in 1946 the Michelin firm introduced the radial tire that was reinforced by a circular steel belt that enhanced both its durability and its traction.

Not to be outdone, Dunlop introduced the run-flat tire in 1974. Stiffer sidewalls helped to delay deflation during blow-outs. Then in 2005 Michelin once again trumped the industry with its "tweel", a wheel and tire combination that uses no air at all. Pundits predict it should be perfect to run on hybrids. After all, isn't the 'tweel' a hybrid itself of sorts?

One Hundred Words  
**100**  
For One Hundred Years

## 1958 Chevrolet Impala

In the late 1950's I attended high school in the North Bay Area. Each day at the lunch hour, a shiny new 1958 two-door Impala hardtop, resplendent in its black and chrome color scheme, cruised its path in front of the school. Girls in ponytails and plaid, chatting to guys in lettermen sweaters and saddle shoes, all turned their heads to gaze at the passerby. The proud driver was clad in black leather and sported a waterfall hairdo (think Elvis). He should have been my classmate but had given school the boot in order to buy his dream. Fifty years later, that Impala remains in my memory, one of the most beautiful vehicles I've witnessed for any price.

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## *Ferrari*

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2008 430 Spider F1 ..... Red/Tan  
2006 612 GTC ..... Silverstone  
2003 575 Maranello ..... Titanium/Black

1999 355 Spider F1 ..... Red/Tan  
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## *Lamborghini*

2008 Reventon ..... Grigio Reventon  
2008 Murcielago Rdstr E Gr LP640. . . Giallo Orion/Nero  
2008 Murcielago E Gear LP640 ..... Yellow/Black  
2009 Gallardo LP560 ..... Gallio Midas/Nero Perseus  
2008 Superleggera E Gear ..... Orange  
2007 Murcielago Roadster LP640. .... White/Black  
2007 Gallardo Nera ..... Black/Black  
2003 Murcielago ..... Silver /Black  
Over 30 additional Lamborghini automobiles in stock

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One Hundred Words  
**100**  
For One Hundred Years


**1968**

*Chevrolet  
Camaro*

It was back in 1979 when I was only 22 and lucked into my first and only Chevrolet Camaro, a 1968 model, equipped with a 2 barrel carb, single exhaust, 3 speed manual transmission and factory painted, according to the owner, "The Rare British Racing Green!" Regardless, it was clearly one of the General's finest cars (it ran) and I had to have it. Fortunately, it was affordable at only \$450.00, despite the "rare" factory color.

So, the first thing I did was head to Earl Scheib and paint the car "Grabber Orange". Next step was adding headers, a 4-barrel intake manifold and carb and a proper dual exhaust. Despite still having a 3-speed transmission; Nirvana! Sure wish I still owned it, it was my first pony car, and it was my best.

Frank Weismantel  
*Engineer and Entrepreneur  
Elverta, CA*




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# 1953 BUICK SKYLARK

## *A 'Ride' To*

What is it that makes an automobile a hit when it's a car like the 1953 Buick SKYLARK, its lines, slants, arcs, curves and proportion? That look that 'says' being associated with this car will provide you a magic carpet to the carefree, with no need for concern; a promise that comes with the car?

Buick celebrated an anniversary in 1953. The automobile was an incredible 50 years old! In 1903 David Dunbar Buick, the man who created the valve-in-head concept, introduced his Buick automobile and offered Buick cars for sale to the public

As it turned out the automobile - Buick - was an excellent car and it competed well with Ford, Oldsmobile, Packard and the many other marques of that time for survival. Back in those 'good-old-days' survival required innovation, adroit competition, and consumer satisfaction. Buick, the car, was a hit. Buick, the company, would soon experience new ownership. Some automobile names and logos have 'faded' to oblivion. Not so Buick.

In 1939, 'Skylark' was used to identify the Cord 810. In 1953 Skylark was the name given to one of three General Motors specialty, limited-production convertibles referred to as Harley Earl's "Triple Crowns". These specialty cars were Cadillac Eldorado, Oldsmobile Fiesta, and Buick Skylark.

Sixteen-hundred-ninety-three factory-built, custom '53 Buick Skylark units were produced, each with a 'sticker-price' around five 'big-ones'. The Skylark cost a 'couple-a-thou' more than its contemporary, Buick Roadmaster.

Harley Earl is perhaps the most celebrated automobile designer of all time. He is said to have directly supervised the design of 35 million cars and indirectly influenced the design of 60 million cars. Propounding his philosophy, Earl would state, "Lengthening and lowering a car made it more appealing" and, "My sense of proportion tells me that oblongs are more attractive than squares".

The Buick Skylark of 1953 was a spectacular Harley Earl design achievement. The Skylark's design reflects influence from three General Motor's concept-cars. Two were designed by Harley Earl - Y-Job of 1938 and the LeSabre in 1951 - dictated the final styling of the incredible Skylark. The XP 300 was designed by GM's Charles Chayne in '51. It may have played a lesser roll in the influence of the Skylark's design. Harley Earl is said to have used the Le Sabre as his personal car.

The '53 Buick Skylark was constructed differently from the Buick Roadmaster convertible in that it involved lowering the windshield several inches, lowering the convertible top and side windows as well as the seat frame and steering column. The rakish door-dip contributed to the car's unique design distinction and attraction.

The beautiful Buick Skylark 76X is at once an automobile fashioned to elevate its owner to grandeur-of-life, perhaps embracing insouciance. Each was built to the order of its new owner with his or her name engraved into its steering wheel. Bob Hope chose to express his 'station-in-life' status by owning one of these sporty looking 1953 Buick Skylark convertibles.

Imagine Mr. Hope arriving in his '53 Skylark, pulling-up-to the Thunderbird Country Club in the Harley Earl ogle-drawing style of the car. GM equipped it with a 322 cubic inch Fireball engine of the 'Nailhead' design, providing it with a four barrel carburetor that would enable the engine to produced 188 anxious horsepower - Buick's first V8. It was coupled to a Twin-Turbine Dynaflow, three speed transmission. A brilliant touch was given to the design by the real Borrani 40 spoke, chrome wire-wheels produced by Kelsey Hayes. The seats were upholstered in leather. Even the antenna was powered.

It's been 55 years since 1953 and the Buick Skylark of that year holds its own today for its style, elegance, class, automotive beauty. Even its performance isn't unimpressive.



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# The Good Life

BY VIC STEWART



Originator of a new trend is the SKYLARK by Buick, a six-passenger sports car especially styled for those who want exclusiveness plus the complete modernity of Buick's Golden Anniversary automobiles. Highest-compression V8 in any 1953 automobile. Twin-Turbine Dynaflow, Power Steering and Power Brakes standard equipment. Price on request.

**SKYLARK** by Buick

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Smartly depressing the Skylark's accelerator to the carpeting will stampede the 188 eager 'horses' to a fury of energy, compelling all 160 spokes of chrome of the Borrioni wheels to create a whirr of glinted sunlight as the Dynaflow transmits power to hurtle all 4,315 pounds, almost two-and-a-half tons, of steel, leather, canvas, rubber, chrome, and hue-of-paint to sixty-miles-an-hour in a mere 12 seconds and eventually 105 mph!

This classic Buick Skylark automobile of 1953 remains a one-of-a-kind creation and continually exhibits the genius of Harley Earl and his highly talented design studio artists and the General Motors engineers and employees.

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One Hundred Words

**100**

For One Hundred Years

**1967**

*Pontiac  
Firebird*

At 19, I was warned to buy a General Motors car so I could "walk away" if I got in an accident, based on the solid structure. I journeyed to Pasadena to inspect a \$1,200.00 Pontiac Firebird a "Little Old Lady" was selling and fell in love with the oxidized baby blue paint and memorable interior smell. I replaced the overhead cam, painted it and everyone who tried to race me lost! I'd hear, "Why'd you buy a FIREBIRD instead of a CAMARO", the trend of my generation. The first of eight '67/'68 Firebirds I've owned, I'm happy they finally have respect.

Cindy Meitle  
Car PR USA  
Phoenix, Arizona





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# Concept Cars

## *Designing the* **American Dream**

By LESLEY STEIN



### 1956 Pontiac Club de Mer Show Car

The 1956 Motorama show car Club de Mer was powered by a V8 with two four-barreled carburetors. This sleek two-seater had a rear transaxle with independent rear suspension.

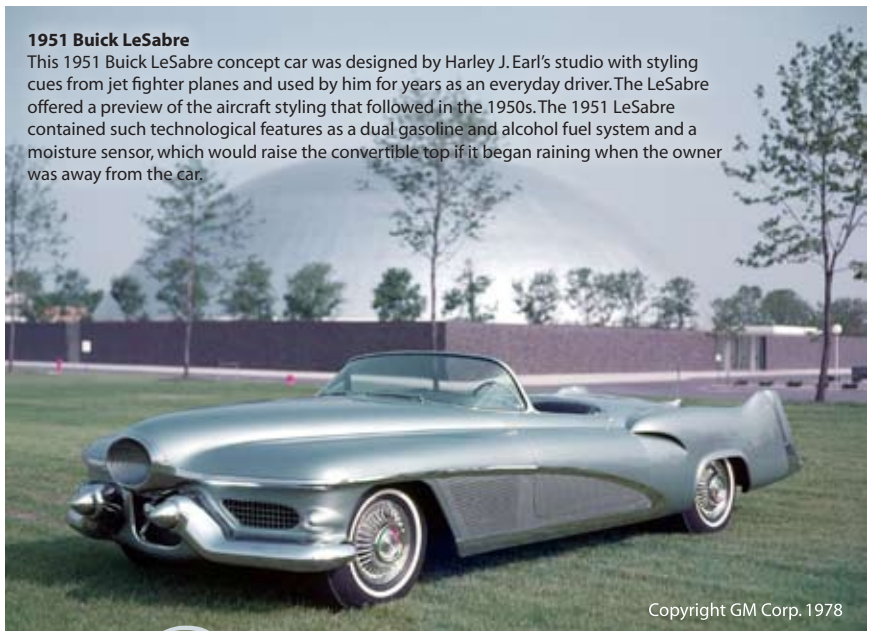
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It was during Detroit's golden age – roughly from 1940-1960 – that Modernism, air travel and images of a streamlined future powerfully influenced American automobile manufacturers. With passenger car production resuming after World War II, the design of those cars flourished as never before. Large numbers of artists and designers were employed by GM where they dreamed about cars that might never exist.

As early as 1927 General Motors set up an entire department devoted to design, styling, and color. Under the leadership of legendary designer Harley Earl, hundreds of artists spent their days producing magnificently hand-drawn renderings of the American Dream. Unlike today, those talented artists didn't have the advantage of computers and

### 1951 Buick LeSabre

This 1951 Buick LeSabre concept car was designed by Harley J. Earl's studio with styling cues from jet fighter planes and used by him for years as an everyday driver. The LeSabre offered a preview of the aircraft styling that followed in the 1950s. The 1951 LeSabre contained such technological features as a dual gasoline and alcohol fuel system and a moisture sensor, which would raise the convertible top if it began raining when the owner was away from the car.

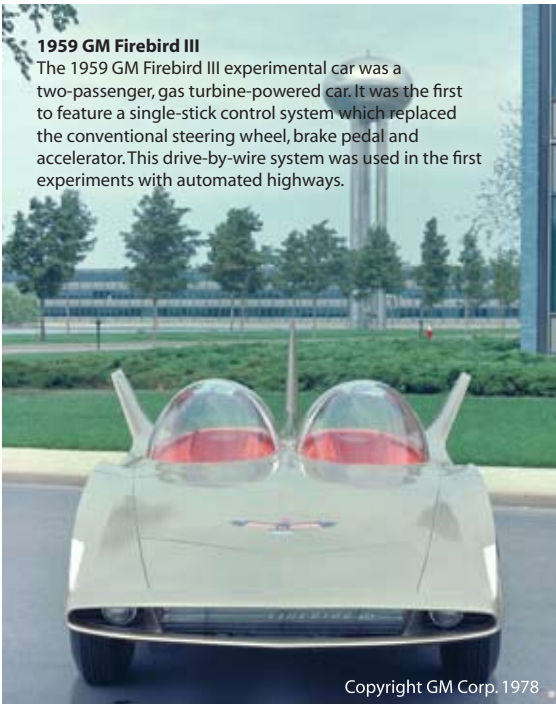


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### 1959 GM Firebird III

The 1959 GM Firebird III experimental car was a two-passenger, gas turbine-powered car. It was the first to feature a single-stick control system which replaced the conventional steering wheel, brake pedal and accelerator. This drive-by-wire system was used in the first experiments with automated highways.



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advanced drawing programs. Though it may sound simple, their job was to draw entire cars, parts of cars, interiors and details, the best of which would be worked up into presentation art.

In the post-war years, a well-organized training system existed to produce the artists. Industrial art schools specializing in auto design included the Pratt Institute in Brooklyn, New York and the Art Center School in Los Angeles. Not so coincidentally, those schools received support from auto manufacturers who in turn hired the graduates for their own design departments.

A typical design studio at GM consisted of a team of 12: a chief designer, assistant chief designer, four designers, two draftsmen, one engineer, and three modelers. No single person was given credit for a production car – it was after-all, a team effort.

First the artists produced preliminary drawings, the best of which were transformed into presentation art-renderings. Some of these went on to become actual prototypes and exhibited to test the public's reaction. Hundreds, however, didn't pass the muster of senior executives and were destroyed almost as soon as they were created for fear of industrial espionage.

Inspiration for many of the concept car drawings came from the artists' prior experience in the military and aviation where they had designed gun mounts,



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### 1938 Buick Y-Job

Simply put, the Y-Job was America's first concept car, purpose-built to test futuristic styling ideas on the American public. It attracted attention at auto shows in the late 1930s, then became Mr. Earl's personal transportation for a time after that.

### 1964 GM-X Stiletto

The GM-X Stiletto concept car was an advanced, high-performance car with styling strongly influenced by aerospace design. It featured aircraft-type steering, a maintenance monitoring system with toggle switch controls, and a three-way speaker system for inside and outside communications. This concept car debuted at the 1964-1965 New York World's Fair in the GM Futurama Pavilion's Avenue of Progress mall.



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#### 1967 Chevrolet Astro I

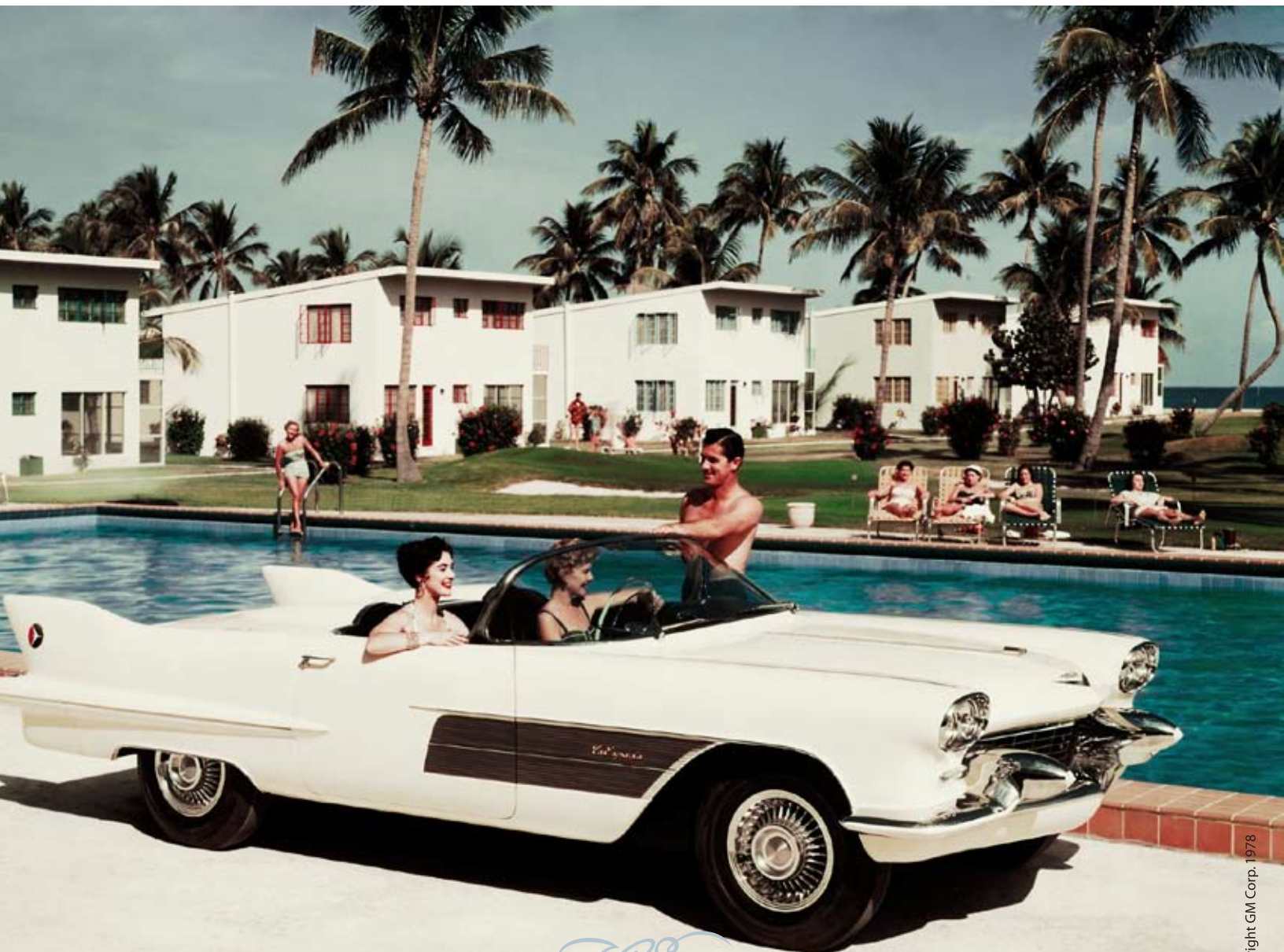
The Chevrolet Astro I concept car appeared in 1967 as a radical-looking fastback coupe designed for the show circuit. The car's height was under three feet, and hinged rear body/door section allowed access to the cockpit. A periscope rearview mirror on the roof provided a wide-angle view. Twin aircraft-style controls were used in place of a steering wheel.



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bombsights, and military hardware. Those gifted artists with their unique flair churned out images of cars with such aeronautical features as tailfins, bomb-like shaped bumpers and wraparound bubble windshields. One model, the Aerocar, actually had wings. These designs of contemporary sculpture were often drawn with exciting backgrounds to show off the car. Many were themed, ranging from sports to romantic settings.

The most compelling renderings were made into three-dimensional models and eventually one of a kind "concept cars". Because they are so rare the surviving drawings, providing a dazzling glimpse into the behind-the-scenes creative process, are priceless collector's items.



1954 Cadillac La Espada Show Car





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One Hundred Words

# 100

For One Hundred Years

# 1937

## *Chevrolet*

First car. Exciting time. Chevy. '37. For sale. Pennsylvania. Cambria City. \$150. Had money. Took Dad. Dark night. Appraised car. Strong engine. Intact interior. Straight body. Bought car. Next morning. Couldn't wait. Dialed radio. Opened hood. Revved engine. Opened doors. Checked interior. Good looking. Checked body. No dents. Opened trunk. Saw pavement. Fender-wells. Rusted erosion. Consternation. Got stovepipe. Made fender-wells. Installed replacements. Was excited. Bought Chevy floor-mats. Fixed spare. Found jack. Amassed tool-kit. My car. Was ready. Open road!

Vic Stewart

*Retired Vice Principal & Writer  
Sacramento, CA*

One Hundred Words

# 100

For One Hundred Years

# 1972

## *Chevrolet*

## *Kingswood Estate Wagon*

Nothing is more vivid than that day dad came home with a new car. This wasn't just any car. It was a 1972 Kingswood Estate Station Wagon: a necessity for a family of eight. We drove this nine-seater from Sacramento to Mobile every summer. This road trip in the July heat without air-conditioning was an experience. A large seat in the back allowed me to watch where we'd been then switch to the center seat to see where we were going. Just like GM, 100 years ago, looking forward; and like GM today, reflecting back, this car shaped my childhood and like GM, the memories will shape my future.

Britt Davis

*Campus Minister, Kilgore College  
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# *The Corvette*





# AMERICA'S MOST FORMIDABLE SPORTS CAR

## THE EARLY YEARS 1953 – 1967

BY LESLEY STEIN

In the post world War II years, America turned its attention from war production to automobile production. Influenced by a growing fascination with jet travel, and all things fast, streamlined, space-aged and modern, automobile designers hit their stride with gusto.

Nowhere was this more evident than at the 1953 Motorama display at the Waldorf Astoria Hotel in New York City. It was there in January of 1953 that Harley J. Earl's "Dream Car" – the Corvette -- made its public debut. An auspicious year, 1953 also saw the end of the Korean War, the birth of Lucy & Desi's Little Ricky, and the first ascension of Mt. Everest by Sir Edmund Hillary.

General Motors and its Chevrolet division were ascending their own mountain when on June 30, 1953 at their Flint, Michigan facility the Corvette went into full production.

Each of the 300 Corvettes to roll off the line that year, were hand-built convertibles with a polo white exterior, a bright red interior, and a black canvas top. Its body was made out of the then revolutionary fiberglass, chosen in part because of steel quotas left over from the war. They were equipped with Powerglide automatic transmissions mated to 150 HP, six cylinder engines with three carburetors and dual exhaust.

The car was an instant hit even though the base price for the 1953 Corvette, \$3,498, was not inexpensive. Buyers had two luxury options to choose from: a heater, costing \$91.40; and an AM Radio with a \$145.15 price tag. Gasoline to fill the tank cost on average a whopping 21-cents per gallon.

A 1953 print advertisement for the Corvette declared: "Creating a sensation everywhere!" It went on to boast, "The racy new Corvette sets a new style for a new field – the American sports car. Barely 33 inches high at door level, it has broad low lines and a road-hugging center of gravity. The smoothly contoured glass-fiber body is surmounted by a rakish back-swept windshield. A smart fabric top folds into a concealed compartment in the long rear deck just ahead of a commodious luggage locker. The spacious two-place cockpit is beautifully styled and finished throughout in typical sports car tradition."



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If that wasn't enough to convince you to run right out and buy the Corvette, the ad promised, "As for performance...it's thrilling. A 160 h.p. extra-high-compression 'Blue-Flame' engine is teamed with the new 'Powerglide automatic transmission... a combination that makes the Corvette an outstanding performer on any road, under any condition."

There were many people involved in the creation of the Corvette. But a few creative, talented, gutsy innovative thinkers were responsible for making the Corvette such a formidable automobile.

### *Harley J. Earl*

With a nation hungry for its own sports car, (Europe had produced Jaguars, Ferraris, and Mgs) GM's chief designer Harley Earl was able to convince the Chevrolet unit to develop its own, two-seater. Known as the father of the Corvette, Earl loved sports cars and brought his idea to Ed Cole at Chevrolet. Cole was the Chief Engineer at Chevrolet and later went on to become President of General Motors. With a code name of "Opel," Earl and his Special Projects crew were able to wow Cole who was convinced the Corvette was just what the stodgy Chevrolet division needed.

Harley developed a flare for the dramatic while growing up in Hollywood in the early 1900s. As a youngster he was put to work in his father's custom coach building company. To show customers what their future vehicles would look like, Earl crafted clay models. His career path led him to Detroit where in 1937 his Art and Color Department was renamed General Motors Design Staff.

It was Earl's vision and talent that led the way for the creation and ultimate success of the Corvette. But he didn't do it alone.

## *Myron E. "Scottie" Scott*

Founder of the All-American Soap Box Derby, Chevrolet hired Scott in 1937 as an assistant director for Public Relations. His responsibilities included photographing the new cars, designing press kits, graphics and special events.

His most important assignment came in 1953 when Ed Cole held an executive meeting where Scott was instructed to come up with a name for the new concept car. He was told the name was to begin with the letter "C". Pouring over the dictionary that evening, Scott landed on the word "corvette" and was intrigued by its definition: a speedy pursuit ship in the British Navy.

The next day Scott presented the name Corvette. Cole loved it and the rest is history.

## *Zora Arkus-Duntov*

Known as the patron saint of the Corvette, Arkus-Duntov was born in Belgium, raised in Leningrad, and educated in Berlin. Defining the term "living on the edge," he was a risk taker, a daring race driver, a brilliant engineer, and an opportunist. After the war Arkus-Duntov designed a cylinder head conversion for the Ford Flathead V8. Then in 1953 he went to work for GM's engineering department where he turned the Corvette into one of the most respected sports cars in the world.

It was in 1955 that Arkus-Duntov transformed the Corvette from a two-seat curiosity into a genuine performance car. He took the Corvette's new V8 engine (a 265 CID [4.3 L] and backed it with a three-speed manual transmission. Many believe this modification was the single most important in the car's history. His work on the Corvette also included aerodynamics, the V8 high-performance camshaft, fuel injection, and an independent rear suspension that led to a pure-bred racecar. The Corvette began appearing in races at Pebble Beach and Sebring. Arkus-Duntov rubbed elbows with the greatest names in car racing: Ettore Bugatti, Luigi Chinetti, Dr. Ferry Porsche, Sydney Allard, and Carroll Shelby. In 1957 Arkus-Duntov was named Corvette's top engineer.



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## *Bill Mitchell and Larry Shinoda*

Best known as the talent and brains behind the debut of the 1963 Corvette Stingray, Bill Mitchell and Larry Shinoda made an incredible team and left a lasting impression at Chevrolet.

In the late 1950s development began on an all-new Corvette and continued as the main focus in the early 1960s for Ed Cole, the GM of Chevrolet. Once again, Cole needed a name for the new Corvette. Mitchell, who succeeded Harley Earl as the Design Chief at GM, loved deep-sea creatures, was an avid fisherman and shark lover. It was Mitchell who came up with the name "Sting Ray." Mitchell was passionate about this car and battled GM executives against the idea of a four-set Corvette and won. He defended the split rear window in the 1963 model and won. Then in 1964 Mitchell ordered the split window removed due to safety concerns. He took on anyone who tried to tamper with the Corvette including divisional managers, salespeople, engineers, and even the bean counters.

Larry Shinoda, a Japanese American who as a boy was held in an internment camp, was hired at General Motors in 1956 after a stint at Ford. He went to work in Mitchell's basement refining the design that would become the foundation for the 1963 Corvette Sting Ray. Shinoda took the Sting Ray racing car and turned it into a production car.

Known as the "midyear" Corvettes, the 1963-1967 models produced by the Mitchell/Shinoda team are thought by many to be the best of the Corvettes and the most desirable. Its sleek design and advanced engineering are what make it so attractive. The 1963 Sting Ray featured four-wheel independent suspension, retractable headlamps, and the now famous "Split-Window" on the rear of the car.

The 1963 Corvette Sting Ray was so well received by the public, GM was forced to add an extra shift at its St. Louis plant. For the first time in its history, Chevrolet would build over 20,000 Corvettes, growing to over 27,000 in 1966. Car Life awarded its "Engineering Excellence" award to the new Corvette.

Today, few American cars are as instantly recognizable as the Corvette. Its rich racing history and storied pedigree makes the Corvette one of the most coveted and valuable American automobiles ever built.



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One Hundred Words

# 100

For One Hundred Years

# 1950

## Chevrolet

So what's a young fellow to do in 1957 for excitement? Well, in my case it was to split the exhaust manifold of my first ever car, a 1950 Chevrolet and install dual exhausts complete with very short "glass pack" mufflers. Man, what a sound... just outstanding... incomparable with anything I hear now days.....you can keep your 12 cylinder Ferrari winding up on the backstretch at Laguna Seca; just can't compare with my Chevy as I backed it off against compression through some of the alleys of my hometown where the echoes were best. My poor buddy with his '48 Plymouth 6 cylinder thought he could do the same and he did indeed try with similar efforts but pathetic results. Just didn't sound as good.....why?...don't know, maybe because the head on his Plymouth was just as flat as the tops of our respective crew cuts.

Craig Graham  
 D.D.S., Retired

San Juan Islands, Washington

One Hundred Words

# 100

For One Hundred Years

# 1957

## Cadillac

Cruising around the corner on my Schwinn as I did every day, I was greeted with a most beautiful site. Parked in front of the house was a 1957 Caddy, pink with a white top and leather interior. Wow, someone must be visiting cuz' you didn't see this kind of car in my neighborhood. I skidded to a stop and admired it stem to stern – it had push button windows and an automatic transmission. We had a '53 Dodge with three on the tree and crank 'em windows. I ran inside to see what it was doing there and my Dad, with his usual equanimity, said it was his. NO WAY! My Dad paid for everything cash, hence, a '53 Dodge. Well, it wasn't really his, it was his to use until he got his new GMC pickup. The owner of the construction company that had just hired him gave him the Cad until the pickup was ready, so for a few glorious days in 1958 I was stylin' hard.

Phil Vercruyssen  
 Commercial Property Developer  
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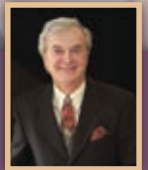
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## 1973 Oldsmobile Cutlass Supreme

Probably the most satisfying, all-around vehicle I've owned was a 1972 Cutlass Supreme. Mine was a dark gold metallic mid-size four-door sedan. The entire interior was upholstered in a tan tapestry cloth with a small "CS" pattern, comfortable on even the hottest days. Equipped with a 350 cubic inch "Rocket V8" engine and a three-speed Turbo Hydramatic Automatic transmission, the car and I beat a path between Sacramento and my corporate headquarters in the Bay Area. Like the thoroughbred that Olds was, it loved to go, and made any trip into an effortless ride.

On one trip, its odometer turned 100,000 miles on the Luther Gibson Freeway between the Benicia/Martinez Bridge and Highway 80. I acknowledged the rollover into the century mark by a 100 mph reading on the speedometer as we rolled into the future. Good times.

**Jesse Bravo**  
Photographer  
Fair Oaks, CA

## DAVE BENDER

*To Serve as Master of Ceremonies*

CBS 13's Dave Bender is back for another round as Niello Concours at Serrano's official voice and Emcee for the day. Dave has been with the concours since the beginning and has loved every year. He has been enjoying cars since childhood and since he is still a big kid, this is a perfect way for him to spend an afternoon. Dave is also a big NASCAR fan....this is probably where Dave gets his, "Get-R-Done!!!" attitude. This year he even got his wife, Kelly, to head to Infineon Raceway to watch her first Nextel Cup race. She loved it.... especially the wine, the cheese (Its Sonoma for goodness sake), and the speed!!! You can catch Dave on channel 13 Monday-Friday at 4pm, 5pm, 6pm, and 10pm.





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## 100 Years of General Motors

### Class GM 1 ~ Pre WWII

- 61 .....1936 ~ Buick Special  
*David Pickens, Elk Grove, CA*
- 78 .....1940 ~ La Salle 5027 2 Door Coupe  
*Marshall Kraus, Sacramento, CA*
- 102 .....1912 ~ Buick 43  
*Patrick Hopkins, Orangevale, CA*
- 173 .....1913 ~ Oldsmobile 53  
*Bill & Lee Gularte, Soledad, CA*

### Class GM 3 ~ Post WWII through 1959

- 14 .....1957 ~ Chevrolet Bel Air  
*Steven Kramer, Shingle Springs, CA*
- 20 .....1949 ~ Oldsmobile 4 Door Sedan  
*John D'Attilio, Carmel, CA*
- 21 .....1957 ~ Chevrolet Bel Air  
*Patrick Rodgers, Rescue, CA*
- 27 .....1954 ~ Buick Skylark Convertible  
*Rick Niello, Sacramento, CA*
- 42 .....1959 ~ Cadillac Convertible  
*Kathie Evans, Cameron Park, CA*
- 46 .....1957 ~ Chevrolet Bel Air Convertible  
*Rick Niello, Sacramento, CA*
- 63 .....1954 ~ Buick Special  
*Dave Hill, Fair Oaks, CA*
- 79 .....1950 ~ Oldsmobile 2 Door Club Coupe  
*Marshall Kraus, Sacramento, CA*
- 100 .....1954 ~ Cadillac 62 Coupe d'Ville  
*Jim Hearn, Sacramento, CA*
- 165 .....1957 ~ Cadillac Eldorado Brougham  
*Geoffrey Smith, San Rafael, CA*

### Class GM 4 ~ 1960 through 1972

- 12 .....1966 ~ Oldsmobile Toronado  
*Gary Hinman, San Jose, CA*
- 105 .....1969 ~ Chevrolet Corvair  
*Leo Scopesi, West Sacramento, CA*
- 166 .....1965 ~ Chevrolet Corvair  
*Gene Meadows, Sacramento, CA*
- 171 .....1961 ~ Cadillac Series 62 Convertible  
*Jerry Franchi, Rescue, CA*
- 174 .....1963 ~ Chevrolet Impala Convertible  
*Mike Kreuzer, Santa Rosa, CA*

### Class GM 5 ~ Muscle Cars through 1972

- 49 .....1969 ~ Chevrolet Camaro  
*Stephen Reinero, Granite Bay, CA*
- 103 .....1969 ~ Chevrolet Camaro Pace Car  
*Marshall Crossan, Folsom, CA*
- 143 .....1971 ~ Chevrolet Chevelle SS  
*Bryan Simpson, Rescue, CA*
- 181 .....1967 ~ Chevrolet Chevelle SS  
*Pete Bernardoni, El Dorado Hills, CA*

## 60 Years of Porsche

### Class Porsche 1 ~ 356 Body Open

*Sponsored By KFBK Newstalk 1530*

- 2 .....1957 ~ Porsche Speedster  
*Jeff Egner, Grass Valley, CA*
- 29 .....1959 ~ Porsche Convertible D  
*Rick Niello, Sacramento, CA*
- 30 .....1956 ~ Porsche Speedster  
*Rick Niello, Sacramento, CA*
- 53 .....1955 ~ Porsche 356 Speedster  
*Larry Wilson, Fair Oaks, CA*
- 56 .....1958 ~ Porsche Speedster  
*Barney Gardner, El Dorado Hills, CA*
- 97 .....1965 ~ Porsche 356 C Cabriolet  
*Ted Blake, Sacramento, CA*
- 112 .....1959 ~ Porsche 356 Speedster  
*Joel Lucich, Carmichael, CA*
- 176 .....1953 ~ Porsche Cabriolet  
*Robert Murray, Granite Bay, CA*

### Class Porsche 1B ~ Original 356

- 19 .....1960 ~ Porsche 356 Cab 1600  
*Rick Bradley, Lincoln, CA*
- 38 .....1965 ~ Porsche 356 SC  
*Jerry Kiliany, Granite Bay, CA*
- 51 .....1956 ~ Porsche Carrera  
*Roger Craig, Palo Alto, CA*

### Class Porsche 2 ~ 356 Body Closed

- 80 .....1955 ~ Porsche 356 Continental  
*Tom & Kathy Sansone, Elk Grove, CA*
- 99 .....1956 ~ Porsche 356 A Coupe  
*Ted Blake, Sacramento, CA*
- 160 .....1961 ~ Porsche 356 B  
*Tim Wilson, Folsom, CA*



# LIST

## Class Porsche 3 ~ 912 & 911 through 1973

*Sponsored By Niello Porsche*

- 17 .....1966 ~ Porsche 912**  
*Kenneth Brown, Salinas, CA*
- 55 .....1972 ~ Porsche 911 T**  
*Michael Wilson, Granite Bay, CA*
- 73 .....1967 ~ Porsche 912**  
*George Vaccaro, Cupertino, CA*
- 93 .....1972 ~ Porsche 911**  
*Jerry Starkey, Penryn, CA*
- 151 .....1967 ~ Porsche 911 S**  
*Joe Schumacher, Sacramento, CA*

## Class Porsche 4 ~ 911 1974 through 1989

*Sponsored By The Hinojosa Family*

- 74 .....1989 ~ Porsche Speedster**  
*Barney Gardner, El Dorado Hills, CA*
- 111 .....1986 ~ Porsche 930 Turbo**  
*Randy Vidmar, Rocklin, CA*
- 139 .....1989 ~ Porsche Speedster**  
*John Harding, Truckee, CA*
- 142 .....1983 ~ Porsche 911 SC Cabriolet**  
*Ben Salerno, Rocklin, CA*
- 164 .....1987 ~ Porsche 930 S**  
*Bill Keegan, Sacramento, CA*

## Class Porsche 5 ~ 1990 through Present

*Sponsored By The Setzer Foundation*

- 54 .....1998 ~ Porsche C4S**  
*Michael Wilson, Granite Bay, CA*
- 121 .....2004 ~ Porsche 911**  
*Don Hill, El Dorado Hills, CA*
- 140 .....1997 ~ Porsche 993 Turbo S**  
*John Harding, Truckee, CA*
- 141 .....2006 ~ Porsche Cayman S**  
*Brent Speckert, Rocklin, CA*
- 144 .....1996 ~ Porsche 993 Turbo**  
*Tim Bailey, Grass Valley, CA*
- 145 .....1995 ~ Porsche 993 Cabriolet**  
*Mike Tracy, Rocklin, CA*
- 150 .....2002 ~ Porsche 911 Turbo**  
*Gehan Devendra, Rocklin, CA*
- 163 .....2008 ~ Porsche RS 60 Spyder**  
*Lynette Matheson, Meadowvista, CA*

## Class Porsche 6 ~ 914

- 148 .....1973 ~ Porsche 914 Targa**  
*Michael Willis, Sacramento, CA*
- 177 .....1974 ~ Porsche 914 2.0**  
*Martin Baker, Fair Oaks, CA*
- 178 .....1974 ~ Porsche 914 Can Am**  
*Brooks Ohlson, Granite Bay, CA*

## Class Porsche 7 ~ 928 & 944

- 146 .....1986 ~ Porsche 928 Coupe**  
*Kent Brandon, Newcastle, CA*
- 147 .....1990 ~ Porsche 944 Cabriolet**  
*Terry Macatee, Sacramento, CA*

## Class Porsche 9 ~ Modified & Performance

*Sponsored By Salerno Motorsports*

- 18 .....1972 ~ Porsche 914**  
*Paul Sayegh, El Dorado Hills, CA*
- 41 .....1965 ~ Porsche 911**  
*Jeff Kenyon, Cameron Park, CA*
- 45 .....2001 ~ Porsche 911 Gemballa**  
*Mary Borden, El Dorado Hills, CA*
- 83 .....1955 ~ Porsche Beck 550 Spyder**  
*Dan Rowland, Orangevale, CA*
- 87 .....1978 ~ Porsche GT3R**  
*Kenneth McKay, El Dorado Hills, CA*
- 98 .....1958 ~ Porsche 356 A Coupe**  
*Ted Blake, Sacramento, CA*
- 134 .....1970 ~ Porsche 911 S Turbo**  
*Ben Salerno, Rocklin, CA*
- 135 .....1974 ~ Porsche 911 Slant Nose**  
*Frank Sigrist, Rocklin, CA*
- 136 .....1977 ~ Porsche 930 Turbo**  
*Chris Hinojosa, Rocklin, CA*
- 137 .....1992 ~ Porsche 911 C2**  
*Chris Hinojosa, Rocklin, CA*
- 138 .....2008 ~ Porsche 911 Turbo**  
*Chris Hinojosa, Rocklin, CA*

# Class and Exhibitor

## Classics ~ Distinctive Motorcars from 1925-1948

### Class A ~ US Classics

*Sponsored By Haggerty Insurance*

- 15 .....1932 ~ Chrysler CH  
*Kenneth Daniel, Los Altos Hills, CA*
- 25 .....1935 ~ Packard Phaeton  
*Rick Niello, Sacramento, CA*
- 26 .....1937 ~ Packard 115 Convertible  
*Rick Niello, Sacramento, CA*
- 81 .....1933 ~ Packard 1004 Coupe Roadster  
*Robert Tiffin, Red Bluff, CA*
- 82 .....1941 ~ Cadillac 61 Series Woody Wagon  
*John White, Sacramento, CA*
- 152 .....1936 ~ Cord 810 Cabriolet  
*Allen McCrary, Vacaville, CA*

## Special Display

### Class D ~ 2007 Niello Concours at Serrano Winners Row

*Sponsored By Brian D. Moore Restorations*

- 8.....1971 ~ Mercedes 3.5 Coupe  
*Bud Hopkins, Sacramento, CA*
- 37 .....1915 ~ Overland Speedster  
*Patrick Hopkins, Orangevale, CA*
- 50 .....1947 ~ Jaguar MK IV  
*Howard Clarke, Springville, CA*
- 62 .....1970 ~ Ford Torino GT  
*Deborah Clendenning, El Dorado Hills, CA*
- 92 .....1962 ~ Lotus 23 B  
*Skip Quain, El Dorado Hills, CA*
- 107 .....1957 ~ Lister  
*Melodie Thompson, Placerville, CA*
- 118 .....1960 ~ Mercedes 190 SL  
*Michael Herrmann, El Dorado Hills, CA*
- 154 .....1956 ~ Oldsmobile Super 88 2 Door  
*Murrill Conley, Lincoln, CA*

### Class E ~ Preservation Award

*Sponsored By Brian D. Moore Restorations*

- 24 .....1937 ~ Packard 120 C  
*Michele Moore, Gold River, CA*
- 132 .....1956 ~ Buick Roadmaster  
*Michael Vance, Gold River, CA*
- 167 .....1956 ~ Mercedes 190 SL  
*William Brooks, Santa Cruz, CA*
- 172 .....1955 ~ Oldsmobile Rocket 88 2 Door  
*David Felderstein, Sacramento, CA*

### Class F ~ Muscle Cars 1963-1972

- 16 .....1969 ~ Dodge Charger R/T  
*Bryan Simpson, Rescue, CA*
- 115 .....1971 ~ Ford Mach 1  
*Tyler Wetton, Shingle Springs, CA*
- 123 .....1968 ~ Ford Mustang GT/CS  
*Mike Jewel, Chicago Park, CA*
- 143 .....1971 ~ Chevrolet SS  
*Bryan Simpson, Rescue, CA*

### Class H ~ Ferrari Through 1974 Including Dino

- 34 .....1965 ~ Ferrari 275 GTS  
*Joe Hensler, Fair Oaks, CA*
- 110 .....1972 ~ Ferrari Dino 246 GT  
*Sal Zammitti, Moraga, CA*
- 131 .....1962 ~ Ferrari 250 GTE  
*Bill Finkbeiner, Auburn, CA*
- 183 .....1973 ~ Ferrari Dino 246 GTS  
*Greg Hawk, Folsom, CA*

### Class I ~ Ferrari 1975-1989

*Sponsored By Milenko Design*

- 48 .....1987 ~ Ferrari Testa Rossa  
*Shannon Rogers, Loomis, CA*
- 70 .....1985 ~ Ferrari 308 QV GTSI  
*Michael Tucker, Galt, CA*

### Class J ~ Ferrari 1990 to Present

*Sponsored By Salerno Motorsports*

- 33 .....2000 ~ Ferrari 550 Maranello  
*Neil Collepari, El Dorado Hills, CA*
- 60 .....2006 ~ Ferrari F 430  
*Kevin Enderby, Redwood City, CA*
- 120 .....2006 ~ Ferrari F 430  
*Joe Riera, El Dorado Hills, CA*
- 122 .....1993 ~ Ferrari 348 Speciale  
*Marcus McVicker, Sacramento, CA*
- 124 .....1991 ~ Ferrari F 40  
*Gerard Vandemergel, Pinon Hills, CA*
- 125 .....2007 ~ Ferrari F 430  
*George Crum, Auburn, CA*
- 126 .....2004 ~ Ferrari 360 Stradale  
*John Moore, Granite Bay, CA*
- 127 .....1999 ~ Ferrari 355 Spyder  
*Michael Balch, Rocklin, CA*
- 128 .....1999 ~ Ferrari 550 Maranello  
*Frank Lograsso, Loomis, CA*



# LIST

- 162 .....1992 ~ Ferrari 512 TR**  
*Bob Mitchell, Fair Oaks, CA*
- 175 .....2001 ~ Ferrari 360 F-1 Spider**  
*Kevin Wong, Roseville, CA*
- 182 .....1997 ~ Ferrari 355 Spyder**  
*Jeremy Burr, El Dorado Hills, CA*

## Class L ~ Exotics

*Sponsored By 11-99 Foundation*

- 4.....1973 ~ Maserati Bora**  
*Wilson Werhan, Walnut Grove, CA*
- 35 .....2006 ~ Noble M400**  
*Joe Hensler, Fair Oaks, CA*
- 43 .....2003 ~ Lamborghini Murcielago**  
*Glenn Cramer, Sloughhouse, CA*
- 44 .....2005 ~ GTM-5 Factory 5 Racing**  
*David Borden, El Dorado Hills, CA*
- 47 .....1972 ~ Iso Rivolta Grifo**  
*Mike Clarke, El Dorado Hills, CA*
- 76 .....1965 ~ Ford Cobra**  
*Matthew Hunt, El Dorado Hills, CA*
- 85 .....1999 ~ Shelby Series 1**  
*Ray Tommasello, El Dorado Hills, CA*
- 117 .....1992 ~ Lamborghini Diablo**  
*Jeff Smith, Sacramento, CA*
- 130 .....2005 ~ Bentley Continental**  
*Mike Blore, Granite Bay, CA*
- 133 .....1980 ~ BMW M-1**  
*Chris Provo, San Francisco, CA*
- 155 .....1965 ~ Superformance Cobra**  
*Tom Winkelman, Roseville, CA*
- 156 .....1965 ~ Shelby Cobra**  
*Michael Powell, Camino, CA*
- 168 .....2006 ~ Chevrolet Z06 Corvette**  
*Alan Smith, El Dorado Hills, CA*
- 32 .....2005 ~ Lamborghini Gallardo**  
*Art Dunn, El Dorado Hills, CA*

## Class M ~ Antiques to 1919

*Sponsored By Anino Upholstery*

- 36 .....1908 ~ REO**  
*Joe Annino, Gold River, CA*
- 71 .....1917 ~ REO Funeral Coach**  
*Richard Smith, Sunnyvale, CA*

## Class N ~ Vintage through 1948

*Sponsored By Meguiar's*

- 10 .....1936 ~ Dodge Truck**  
*David Moore, Sacramento, CA*
- 31 .....1933 ~ Ford Cabriolet**  
*Stacy Locke, Sacramento, CA*
- 69 .....1947 ~ Chrysler Woody Convertible**  
*Tom Mendenhall, Carmichael, CA*
- 88 .....1936 ~ Ford Cabriolet**  
*Norma Petersen, Cameron Park, CA*
- 91 .....1930 ~ Ford Model A**  
*Luther Vinson, El Dorado Hills, CA*
- 159 .....1931 ~ Ford Sports Coupe**  
*Larry Ryder, Diamond Springs, CA*

## Class R ~ American 1949 -1962

*Sponsored By Meguiar's*

- 75 .....1949 ~ Packard Convertible**  
*William Norton, American Canyon, CA*
- 108 .....1953 ~ Ford Victoria**  
*Leonard Brewer, Georgetown, CA*
- 109 .....1953 ~ Kaiser Dragon**  
*Larry Rodkey, Elk Grove, CA*
- 161 .....1958 ~ Edsel Pacer**  
*Greg Stahlman, Diamond Springs, CA*
- 169 .....1962 ~ Chrysler 300 H**  
*Doug Warrenner, Fair Oaks, CA*

## Class T ~ American Sports Cars 1953-1967

- 39 .....1955 ~ Ford Thunderbird**  
*Rich Flaig, Granite Bay, CA*
- 65 .....1957 ~ Ford Thunderbird**  
*Larry Roth, El Dorado Hills, CA*
- 68 .....1955 ~ Ford Thunderbird**  
*Nell Laidlaw, Nevada City, CA*

## Class T1 ~ Corvette 1963 through 1967

*Sponsored By Alta Sierra Towing*

- 11 .....1966 ~ Chevrolet Corvette**  
*Hudson Vitaich, Sacramento, CA*
- 64 .....1967 ~ Chevrolet Corvette**  
*Kenneth Hansen, San Francisco, CA*
- 72 .....1967 ~ Chevrolet Corvette**  
*Clete Nezabeth, El Dorado Hills, CA*
- 94 .....1966 ~ Chevrolet Corvette**  
*Gary Hiltunen, Chester, CA*

## Class T1 continued

- 95 .....1964 ~ Chevrolet Corvette**  
*Len Palmer, San Jose, CA*
- 104 .....1965 ~ Chevrolet Corvette**  
*Mike Hoey, Orangevale, CA*
- 114 .....1963 ~ Chevrolet Corvette**  
*David Nickel, Folsom, CA*
- 158 .....1965 ~ Chevrolet Corvette**  
*Brett Egen, Granite Bay, CA*
- 170 .....1965 ~ Chevrolet Corvette**  
*Moseley Collins, El Dorado Hills, CA*

## Class T2 ~ Corvette through 1962

*Sponsored By Milenko Design*

- 13 .....1959 ~ Chevrolet Corvette**  
*Dennis Ceklovsky, Sacramento, CA*
- 57 .....1959 ~ Chevrolet Corvette**  
*Craig Wall, Folsom, CA*
- 101 .....1954 ~ Chevrolet Corvette**  
*Bud Barnes, Folsom, CA*
- 184 .....1956 ~ Chevrolet Corvette**  
*Greg Houk, Folsom, CA*

## Class U ~ Foreign Sports Cars Through 1956

*Sponsored By British Car Service*

- 6.....1953 ~ Jaguar XK 120 FHC**  
*Karl Krause, Arnold, CA*
- 7.....1955 ~ Jaguar XK 140 FHC**  
*Geoffrey Horton, Sonora, CA*
- 66 .....1955 ~ Mercedes Gullwing**  
*Larry Solomon, Woodside, CA*
- 119 .....1953 ~ Jaguar XK 120 FHC**  
*Dick France, Los Gatos, CA*

## Class U2 ~ Early MG

*Sponsored By Sports Car Market Magazine*

- 22 .....1953 ~ MG RDS**  
*Rueben Lusvardi, Shingle Springs, CA*
- 23 .....1948 ~ MG TC**  
*James Costigan, Lincoln, CA*
- 28 .....1947 ~ MG TC**  
*Rick Niello, Sacramento, CA*
- 106 .....1952 ~ MG TD**  
*Frank Hilsber, Folsom, CA*

## Class V ~ Foreign Sports Cars 1957-1977

*Sponsored By Sports Car Market Magazine*

- 1.....1964 ~ Austin Healey 3000 MK III**  
*Roger Conte, San Leandro, CA*
- 3.....1973 ~ Alfa Romeo Spider**  
*Lenny Pollacci, Sacramento, CA*

- 5.....1963 ~ Austin Healey 3000Mk 111**  
*Randolf Andorko, Elk Grove, CA*
- 40 .....1966 ~ Austin Healey 3000 Mk III**  
*Gary Schwartz, Carmel, CA*
- 59 .....1972 ~ Alfa Romeo Zagato**  
*Ruth Ann Yager, Castro Valley, CA*
- 86 .....1966 ~ Sunbeam Tiger**  
*Pete Bernardoni, El Dorado Hills, CA*

## Class VM ~ Vintage Motorcycles

- 77 .....1923 ~ Norton 16 H Sports**  
*Paul Adams, Shingle Springs, CA*
- 157 .....1948 ~ Jawa Springer**  
*George Pasti, Placerville, CA*

## Class VRC ~ Vintage Racecars

*Sponsored By Alta Sierra Towing*

- 58 .....1972 ~ AMC Javelin**  
*Bret Radanof, Roseville, CA*
- 90 .....1947 ~ Cisitalia D 46 Monoposto**  
*Mark Sange, Bolinas, CA*
- 113 .....1948 ~ Allard LCC**  
*Albert Reynolds, Fair Oaks, CA*
- 116 .....1962 ~ Lotus 23B**  
*Michael Summers, West Sacramento, CA*
- 149 .....1967 ~ Porsche 911**  
*Steve Kupferman, Rancho Murieta, CA*
- 180 .....1952 ~ Allard K-2**  
*David Rossiter, San Mateo, CA*

## Class W ~ Foreign Passenger Cars 1957-1977 Over \$6000

*Sponsored By KFBK Newstalk 1530*

- 9.....1963 ~ Jaguar Mark X**  
*Micah Wellman, Hollister, CA*
- 52 .....1963 ~ Jaguar E-Type Roadster**  
*Jim Perell, Loomis, CA*
- 67 .....1961 ~ Maserati 3500 GT**  
*Harry Garschagen, Laselva Beach, CA*
- 96 .....1972 ~ Jaguar Series 3 E Type OTS**  
*Tony Theopolis, Peidmont, CA*

## Class X ~ Volkswagen

- 89 .....1956 ~ Volkswagen Ragtop Deluxe**  
*Tony Olmo, Monterey, CA*
- 153 .....1957 ~ Volkswagen Beetle Soft Top**  
*Tammie Cataldo, Fair Oaks, CA*
- 179 .....1958 ~ Volkswagen 23 Window Deluxe**  
*Marshall Anders, El Dorado Hills, CA*



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Photo By Steven Hellon

## 1934 Packard 1107 Phaeton

Jay Moore  
*Lahaina, HI*



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*Concours d'Provenance Award*

**1963 Ford Shelby King Cobra**

Bill Hartman  
Yuba City, CA



*Gala Award*

**1932 Alvis Speed 20**

Gary Marquis  
Chico, CA



*Peoples Choice Award*

**1958 Porsche Speedster**

Barney Gardner  
El Dorado Hills, CA



*Honorary Judges Award*

**1931 Chrysler CG**

Kenneth Daniel  
Los Altos Hills, CA



*IC Cavallino Rampante Award*

**1999 Ferrari 550**

Frank Lograsso  
Loomis, CA



*La Bella Vita Award*

**1973 Ferrari Dino 246 GT**

Greg Houck  
Folsom, CA



*Ladies Choice Award*

**1949 Bentley MK VI**

Robert Wardlow  
Gold River, CA





# AWARDS 2007

## *Most Elegant Motorcar*

**1933 Packard 1005**

*Vic Nelson  
Palo Alto, CA*



## *Most Luxurious European Motorcar*

**1947 Jaguar MK IV DHC**

*Howard Clarke  
Springville, CA*



## *Most Luxurious American Motorcar*

**1941 Lincoln Continental Derham**

*John White  
Sacramento, CA*



## *Niello BMW Ultimate Driving Tour Award*

**1958 Porsche Speedster**

*Barney Gardner  
El Dorado Hills, CA*



## *Grand Marshall Award*

**1950 Jaguar XK 120**

*Mark Miller  
Los Altos Hills, CA*



## *Power Soul Beauty Aston Martin Award*

**1956 Aston Martin DB3S**

*Alan Selby  
Santa Rosa, CA*



## *Vintage Motorcycles*

**1908 Curtiss**

*Wes Allen  
Yuba City, CA*





*Class A*



**1934 Packard 1107 Phaeton**  
Jay Moore  
Lahaina, HI

*Class B*



**1941 Lincoln Continental Derham**  
John White  
Sacramento, CA

*Class C*



**1947 Jaguar MK IV DHC**  
Howard Clarke  
Springville, CA

*Class Commercial*



**1941 Ford Pick Up**  
Ted Johnson  
Sacramento, CA

*Class E*



**1949 Bentley MK VI**  
Robert Wardlow  
Gold River, CA

*Class F*



**1969 Ford Mustang**  
Dale Peterson  
Grass Valley, CA

*Class H*



**1973 Ferrari Dino 246 GT**  
Greg Houck  
Folsom, CA

*Class I*



**1989 Ferrari 328 GTS**  
Glenn Cramer  
Sloughhouse, CA

*Class J*



**1998 Ferrari 355 Challenge**  
Frank Zucchi  
Livermore, CA

*Class L*



**1957 Lister Replica**  
Melodee Thompson  
Placerville, CA

*Class M*



**1915 Overland Speedster**  
Patrick Hopkins  
Orangevale, CA

*Class N*



**1934 La Salle 350 Convertible Coupe**  
Ben Solomon  
Incline Village, NV

*Class O*



**1929 Ford Station Wagon**  
Glenn Johnson  
Camino, CA

*Class OO7 A*



**1956 Aston Martin DB3S**  
Alan Selby  
Santa Rosa, CA



# AWARDS 2007

## Class 007 B



**Aston Martin DB4 GT Zagato**  
Peter Read  
Berkeley, CA

## Class P



**1956 Oldsmobile 98 Starfire**  
Larry Caye  
Folsom, CA

## Class R



**1956 Oldsmobile Super 88**  
Murill Conley  
Lincoln, CA

## Class S



**1970 Ford Torino GT**  
Deborah Clenning  
El Dorado Hills, CA

## Class T



**1957 Ford Thunderbird**  
Ross Woodman  
Elk Grove, CA

## Class U



**1955 Austin Healey 100 M**  
Zimm Udovich  
Cottonwood, CA

## Class V



**1960 Mercedes Benz 190 SL**  
Michael Herrmann  
El Dorado Hills, CA

## Class VRC1



**1960 Lotus MK 18**  
Judy Fitzpatrick  
Rescue, CA

## Class VRC 2



**1950 Jaguar XK 120**  
Mark Miller  
Los Altos Hills, CA

## Class VRC 3



**1960 Piranha Sports Racer**  
Frank Zucchi  
Livermore, CA

## Class VRC 4



**1962 Lotus 23 B**  
Skip Quain  
Foster City, CA

## Class W



**1947 Jaguar MK IV DHC**  
Howard Clarke  
Springville, CA

## Class Y



**1962 VW Convertible**  
Tony Olmo  
Monterey, CA

## Class Z



**1971 Mercedes Benz 280 SE**  
Bud Hopkins  
Sacramento, CA



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One Hundred Words

**100**

For One Hundred Years

**1975**

*Chevrolet  
Nova*

If I hadn't navigated through my teenage years with my 1975 Chevy Nova, I don't think I would realize that some cars are possible to maintain with the help of some friends, a few simple hand tools, and a trip to the auto parts store around the corner. I later realized how good I had it with the Nova; I was surprised to learn that every car I've owned since has had twice as many parts that cost four times what I considered standard! But in retrospect my early automotive career was still glorious. Smoking a new Corvette in the quarter-mile was plenty of positive reinforcement to make multiple summers of sweat and late night trips to the parts store and drive-thru worth it.....well that, and understanding that spending every day burning gas and breaking bolts with my friends is a great way to spend a summer.

Michael Conway  
*Geologist, Wood Rogers Corporation  
Sacramento, CA*



# Niello

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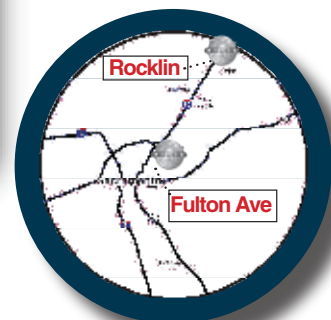
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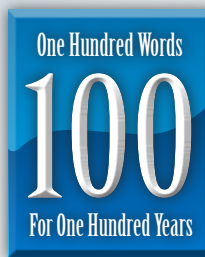
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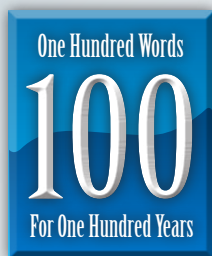
## 1980

*Cadillac  
Seville*

Did an automobile ever make you feel special? One did for me . . . . it was a steel blue Cadillac Seville, vintage, with one previous owner. It was such an easy car to like. I always felt my children were safe while they were riding with me. The road seemed to dissolve into a ready-made living room where the world went by in comfort. Sounds that reached my ears were only those of my children commenting on school, sports and their friends. The Cadillac had every convenience, which included high-tech gadgetry, and even a sunroof. This beautiful car was remarkable.

Susan Ferguson

*Teacher, Retired & PAWS Representative  
Sacramento, CA*



## 1967

*Chevrolet*

It all started back in 1986 for Stephen Reinero. With only \$900 in his pocket he purchased a 1967 Camaro 4 Speed. All that mattered to Stephen at age 18 was that the car could burn out. In less than two years, Stephen had embraced the model of Chevrolet Camaro, learning all that he could about the history, the features, and the fanfare. In 1988 Stephen completed the restoration of his first Camaro muscle car. It graced the cover of Popular Hot Rodding Magazine as well as the centerfold in Car Craft Magazine. The beginning is not often the end. Since that time Stephen has owned and restored more than 100 Camaros.

Stephen Reinero  
*Construction Consultant  
Granite Bay, CA*

The 5th Annual Niello Concours at Serrano is proud to be a Sports Car Club of America sanctioned event. Since 1944 the SCCA has brought motorsports to all Americans who share a passion for automobiles, speed and competition. From National Championships to regional events, from the professional arena to the amateur, SCCA has organized, supported and developed auto racing at every level for over six decades.

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

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

In 2008 the SCCA set in motion a new policy. There will be a championship awarded to the automobile that has the greatest number of points for the Concours Season. Each automobile, upon entry into a SCCA Concours, will receive 5 points for entering the show. For 1st in class 5 points, for 2nd in class 3 points, and for 3rd in class 2 points. The automobile that is chosen Best of Show will receive 10 additional points. The automobile that has the greatest number of points at the end of the show season will be declared Concours Champion for that season. This automobile will be exempt the following year only from the Concours Championship Award but may enter in all shows and be eligible to be a class winner, thus not having the same automobile winning the championship year after year. After a one year absence the automobile will be again eligible for championship competition. The points have been tabulated by the SCCA and the award will be presented today at the 2008 Niello Concours at Serrano.

Ed Therrien ~ Chief of Concours  
Butch Wright ~ Chief Judge  
Shirley Wright ~ Chief of Scoring  
Darrin Townsley ~ Chief of Field





# The Last Lap

In 1961, Phil Hill became the first American to win auto racing's highest honor, The Formula One World Championship. By then a lot of pavement had passed beneath Hill's tires. He had campaigned every marque from MGTCs and Jaguars to Alfas and Ferraris on raceways from Pebble Beach to Sebring, and had endured the grueling 2000 mile La Carrera Panamericana three times, when Enzo Ferrari signed him on as a factory team driver in 1956 for his eponymous marque.

Then came wins at Le Mans in 1958, 1961 and 1962 coupled with victories in 1958, 1959 and 1961 at Sebring, all won in some variation of the fabled v-12 Ferrari Testa Rosa. Hill's expertise was not limited to racing but extended to

all things automotive including history, journalism, photography, mechanics and auto restoration. In 1955 at Pebble Beach with typical aplomb, Phil won the Del Monte Trophy, taking first in the feature race, then took Best of Show at the Concours d'Elegance with his 1931 Pierce Arrow Le Baron Town Cabriolet which he himself had restored with brother Jerry.

He was always fearful and throughout his career he struggled to find a balance between the perils and pleasures of his profession. Yet driving became a way of expressing himself and racing took him on a journey to places he never expected to go.

CONTRIBUTED BY GORDON GLYER



Photo by Jesse Bravo

## Phil Hill

*April 20, 1927 – August 28, 2008*

*"The record books will remember Phil Hill as the only Formula 1 World Champion to have been born in the USA, but for all who knew him he will for ever be cherished as a perfect gentleman and a man who embodied the true sporting values of motor racing"*

RON DENNIS, MANAGER  
VODAFONE McLAREN MERCEDES  
RACING TEAM

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