

October 2004





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To be Northern California's leading automobile dealer for the products we represent.

Niello *Culture*

We are a team We respect each other We encourage self-improvement We hold high expectations We embrace change We delight the customer We support our community



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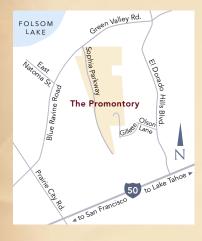
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A Message From Richard Niello, Jr.



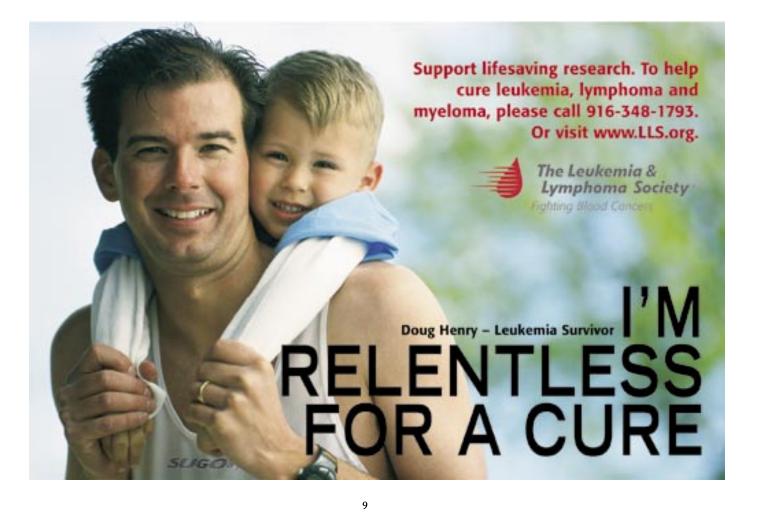


n behalf of the entire Niello organization, I'd like to welcome you to the first Niello Concours at Serrano.

My family has been in the automotive business since 1921 when my grandfather, Louis Niello, began repairing and servicing vehicles in San Francisco. In 1954, my father jointly opened one of the first Volkswagen dealerships in the region. Niello has since grown to eight franchises with five locations in Sacramento, Rocklin and Concord.

Needless to say, we have had a passion for fine automobiles and a love for Northern California for many years. Because of this, Niello is proud to be the major sponsor of the Concours at Serrano; the first event of its stature in our area. We are also thankful for the opportunity to support a very deserving charity, the Leukemia and Lymphoma Society.

Congratulations to Premiere Concours Promotions, Inc., on creating such a fine event designed to showcase some of the most exquisite vehicles in California. We hope this will be the first of many Niello Concours at Serrano events.



Messages from the Chairmen



irst I would like to thank my wife Michele for all her time and commitment. Together we have been preparing for this event for the past three years. Additionally, Jesse and Judy Bravo, Gil Gilfix and Steve Miller, your help has been greatly appreciated. Special thanks to the staff members at Serrano — Jill Shannon, Eric Zeps, Janet Scherr and, of course, Bill Parker. I would especially like to thank Rick Niello for becoming our Title Sponsor, and the staff of the Niello Company who have helped in so many ways. Without the volunteers from The Leukemia & Lymphoma Society, there couldn't have been a Concours. Thank you. Winnie Comstock-Carlson and Comstock's Business magazine put together a fantastic Concours Program of which we are very proud. Finally, I want to thank all my clients and my friends who have helped in countless ways.

Our main goal has been to bring a Concours weekend of events to this area, all the while striving to maintain the highest standards. Our hope is that this event will evolve to become the place to be each October.

The idea for the Concours at Serrano began three or so years ago when I read that the Senior Gold Rush Golf Tour would not be returning to Serrano. I called Jill Shannon, Director of Sales and Development at Serrano, and presented the idea of a Concours event and all it would entail. After many meetings a plan was formed. Later that year while working on his Pantera, George Potiris and I decided to work on the event together. We made our first announcement on October 2, 2003 for the upcoming Concours.

This has been my 26th year attending the Pebble Beach Concours d'Elegance, where I had the privilege of being a volunteer on The Tour and at the Concours itself. After spending the weekend at the world standard of what a Concours should be, I became very excited to see where we can go with this event in the years to come. Thank you to all who attend and support this event.

Brian D. Moore



elcome to the Niello Concours at Serrano. This gathering of fine automobiles, friends, fashion, delicious food and wine is the culmination of a shared dream and years of effort. I concur with my Co-Chair, Brian Moore, in expressing my heartfelt thanks to those who have made it possible, including my lovely wife Janet for her support, Rick Niello for quickly and wholeheartedly embracing the dream, Bill Parker and Jill Shannon from Serrano for graciously allowing us to share their beautiful grounds, Jesse Bravo, Gill Gilfix, and Butch and Shirley Wright, all for the important parts they have played.

The fine automobiles displayed today are more than mere modes of transportation. Each one reflects a marriage of technologies, design, engineering and spirit that document a moment in time. One moment that we now can enjoy thanks to those who chose to preserve and share these rolling sculptures. Through the Concours we hope to share the dream with people new to concours and with the next generation. Thank you for your support. We hope you enjoy the sights, sounds and friends you will find here today.

George Potiris

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10

12

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Classic Motorcars on Display

Sid Colberg's 1937 Cord Convertible, fresh from a national art deco tour that passed through the Legion of Honor museum in San Francisco.

Scheduled on the green today....

- The Ferrari 340 mm from Fantasy Junction.
- The Sally Stanford Rolls-Royce 1962 Silver Cloud.

Fabulous New Cars

- The newest cars from the Niello Company Dealerships: Niello Acura, Niello Audi, Niello BMW, Niello Infiniti, Niello Land Rover, Niello Mini, Niello Porsche and Niello Volkswagen.
- From the San Francisco Ferrari dealership, Ferrari's newest models are on display, along with the newest models from Maserati.
- The Rolls-Royce Phantom the latest from Rolls-Royce.
- Around the lake ... the newest from El Dorado Hills auto dealers.
- The new Maybach Motorcar, courtesy of Mercedes-Benz of El Dorado Hills.

Our Vendors on the Green

Showcasing everything from our official event apparel to high-tech garage modifications, travel and artwork. Even the California Highway Patrol is here.

12

Explore the Area

Air-conditioned SUV limousines will provide tours of Serrano and its beautifully furnished model homes by Centex Homes and Standard Pacific Homes throughout the day. Visit Serrano's information booth for times and details.

Escape to the Spa at La Borgata, shop at Le Petit Chateau and Bella Baby, or enjoy lunch at Masque Restaurant.

Fashion Show and Live Concert

At noon the Chico's Fashion Show on the runway takes place. Immediately following, contemporary jazz vocalist Carol J. Toca will perform a fabulous concert at the Serrano amphitheater.

Commentary from the Concours

Dave Bender, Master of Ceremonies, will host live interviews from the green throughout the day with car owners whose entries are of special interest.





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The Niello Concours at Serrano Best of Show Award

CLASS AWARDS

The Bel Ferrari Ultimo Award Honoring Enzo "Tony" Musolino

The Most Elegant Motorcar

The People's Choice Award ~ Sponsored by Centex Homes

The Ladies Choice Award ~ Sponsored by Accent Esthetics

The Smooth Ride T-Bird Award ~ Sponsored by Starbucks

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The Bel Ferrari Ultimo Award Honoring Enzo, "Tony" Musolino



"LA DOLCE VITA" – TRANSLATED "TO THE SWEET LIFE

he Niello Concours at Serrano is proud to announce The Bel Ferrari Ultimo — or "Ultimate Beautiful Ferrari" — Award in honor of a truly great man, Enzo "Tony" Musolino.

The son of Italian immigrants, Mr. Musolino enjoyed a wonderful and successful life. Born in Brooklyn, NY and moving to San Francisco in 1939, Mr. Musolino saw a great deal of change in California during his life. After his military service he became a real estate agent and mortgage broker. After moving to the South Bay Area he met his wife, Barbara. They had three children, Gina, Robert and Michael, and in 1976 he moved his family to Granite Bay. Mr. Musolino was involved with several successful real estate projects throughout the Sacramento area, but his most notable projects were the developments of Shelborne, Los Lagos and Hidden Lake Estates, all of them in Granite Bay. Granite Bay exclusiveness was the result of Mr. Musolino's vision.

But more important to Mr. Musolino was his family. He was a loving husband, father and grandfather. His family was simply the most important part of his life.

During his life, Mr. Musolino shared his wealth with many, choosing to help individuals and families rather than organizations. (Mr. Musolino, however, was a major contributor to the new Sutter Hospital in Roseville.) Some of Mr. Musolino's hobbies were golf, working out, good Italian food and a great bottle of wine, and of course, his 355 Ferrari. Mr. Musolino was a proud American, but he never forgot his Italian heritage. His life will be sorely missed, but never forgotten.

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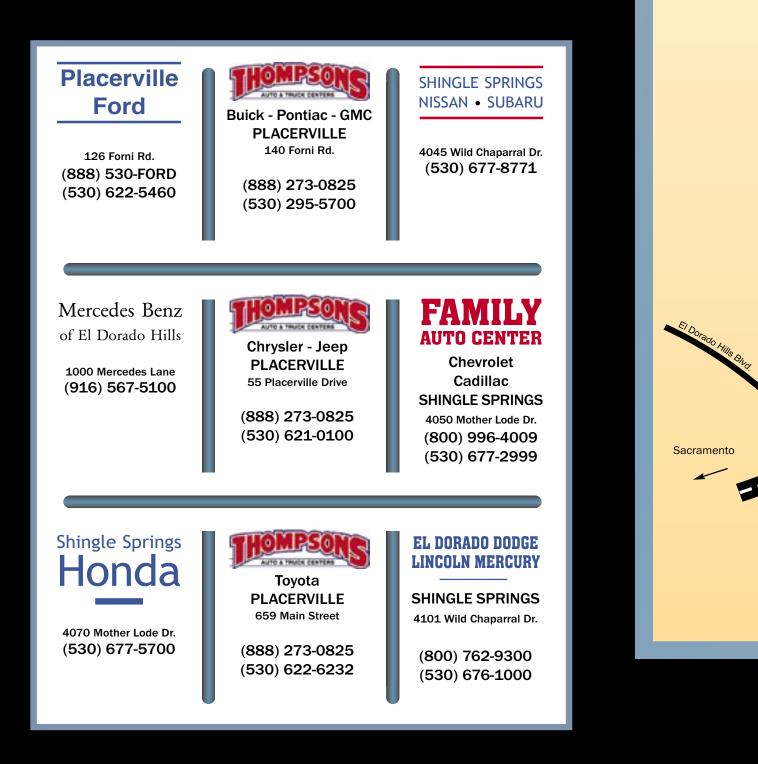
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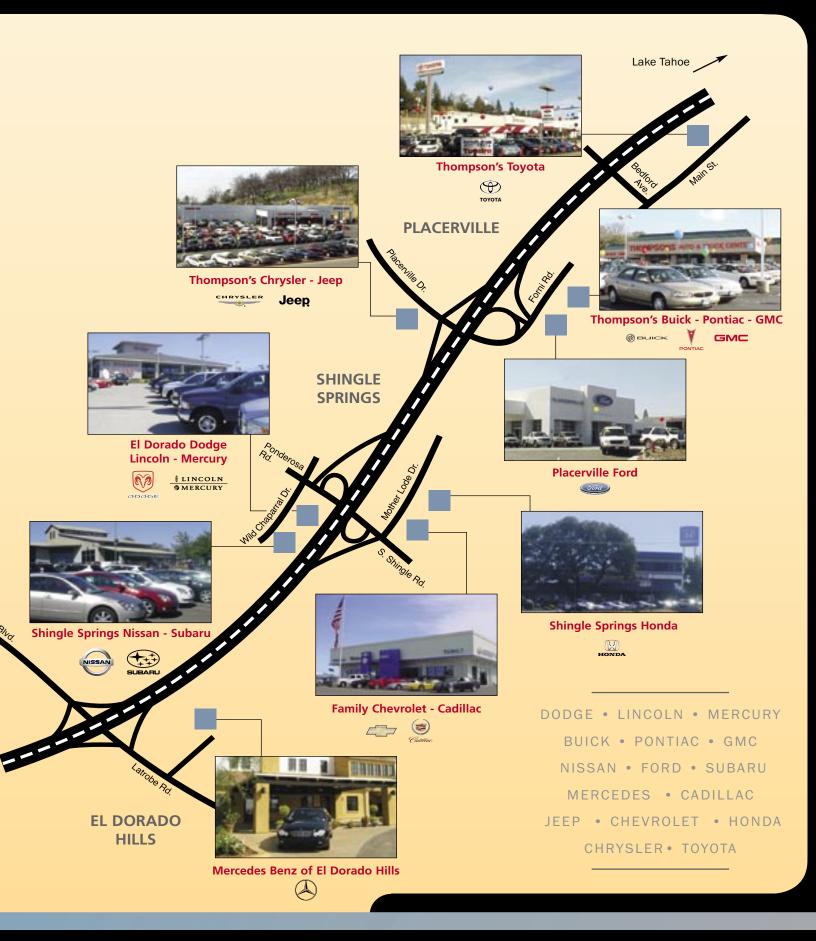
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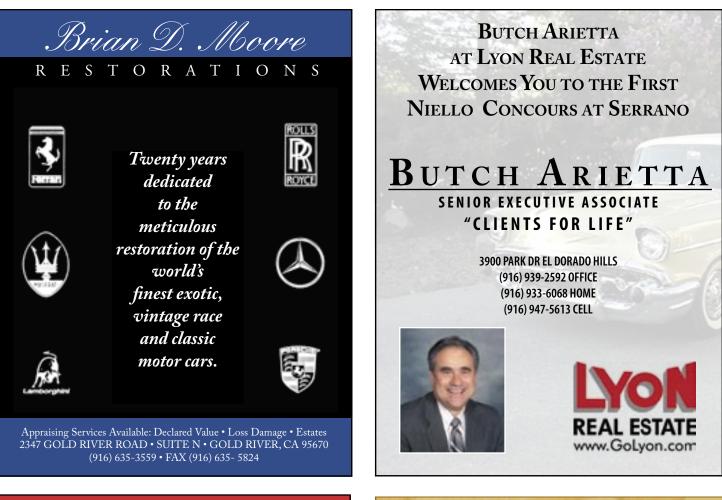


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elcome to Serrano, an award-winning golf course community in El Dorado Hills. Serrano is home to hundreds of families who have discovered the community's recreational lifestyle, friendly spirit and ideal location in the Sierra foothills.

Life at Serrano is outside of the fast lane, yet the community is a "beehive" of activity. It's a place where residents easily meet their neighbors and get together at community events. Where a walk to the neighborhood park is handy and unworried, and kids can still ride their bikes around the block.

Serrano is known for its spectacular vistas of the Sierra Nevada and Folsom Lake, and for its serene rolling hillsides with miles of hiking and biking trails. The trails meander throughout the 3,500-acre community, linking open space – nearly 1,000 acres has been preserved – with Serrano's gated villages and neighborhood parks.

The community's onsite and nearby schools are recognized for their excellent academic programs, with test scores consistently among the highest in the state.

Some residents may opt to join the private Serrano Country Club with its fine and casual dining, social offerings and outstanding sports facilities. Serrano Country Club is the Sacramento area's premier private country club with a par-72 championship golf course, designed by Robert Trent Jones, Jr. Serrano currently has a limited number of country club memberships available, from social memberships to full golf memberships.



"Serrano is known for its spectacular vistas of the Sierra Nevada and Folsom Lake, as well as for the prestigious Serrano Country Club and Golf Course."



"Air conditioned SUV limousines will provide tours of Serrano and its beautifully furnished model homes throughout today's Concours event. Visit Serrano's information booth for tour location and times."

New homes at Serrano are base priced from the low \$400,000s to the \$600,000s and range from approximately 1,750 to 4,900 square feet. There are approximately 20 models to tour by a variety of nationally and locally recognized builders. **Models are open from 10 a.m. to 6 p.m. daily**.

Buyers may also choose to build their own dream home on one of Serrano's custom homesites, priced from the high \$200,000s. The custom lot settings vary, from wooded areas with mature Oak trees, bordering open space, or adjacent to the golf course, with sizes ranging from 1/3 to more than one acre. Completed custom estate-style homes are priced from the \$900,000s to more than \$2 million, ranging from approximately 2,800 to 10,000 square feet.

Information on custom homesites may be obtained at Serrano's Visitor's Center, open 9 a.m. to 5 p.m. Monday through Friday and 10 a.m. to 5 p.m. Saturday and Sunday.

Serrano's location is ideal for fun daytrips to many nearby recreational centers – just 10 minutes to Folsom Lake, 45 minutes to the El Dorado and Amador County wine regions, and 90 minutes to Lake Tahoe. The nearby American River offers a host of rafting, kayaking and fishing opportunities, and many harvest festivals take place each fall at Apple Hill, east of Placerville, just off Highway 50.

Discover Serrano for extraordinary living, and an extraordinary lifestyle. For more information, call toll free 800-866-8786 or visit www.serranoeldorado.com.

A Brief History ~ Rolls Royce Phantom IV, V and VI

Between 1950 and 1956, the ultimate Rolls-Royce motor car was the eight-cylinder Phantom IV, built only for royalty and heads of state. Just 18 were built. The later Phantom V and VI coach-built cars were, however, available to anyone with the money to buy them. As well as heads of state and royal families, the Phantoms were the chosen motor cars of the newly wealthy; among the more famous owners of a V was Beatle John Lennon.

Interestingly, early examples of the Phantom VI had rear hinged coach doors until safety legislation demanded a move to conventional doors. It was to be some three decades before technical advances allowed the current Phantom to bring the elegance of coach doors back in complete safety.

the new Phant the last great adventure in motor cars

he Rolls-Royce design team worked in secret in a studio near Hyde Park in London, which was code-named "The Bank," as the offices were formerly used as a bank. Subsequently a modeling studio called "The Bookshop" was

front along the bottom of the car, giving the impression of acceleration even when the car is standing still.

set up in Holborn. Here work began on the car that Rolls-Royce Chairman and Chief Executive Tony Gott described as "the last great adventure in motor cars ... Henry Royce was striving for the best solutions, using the best materials and product technology of the day. We are doing the same. There is almost no compromise." Inspired by the Phantom I and II, the Silver Cloud and the Silver Shadow, the new Rolls-Royce Phantom is a motor car with great presence and is entirely new from the ground up. The designers wanted to create an entirely

clad with aluminum panels, save for the composites forming the front wings and the boot lid, which is steel. As well as being far lighter than a steel shell of an equivalent size, it is significantly more rigid, benefiting both bandling

The Phantom's leading edge technology includes the

aluminum space-frame construction,

both handling and ride comfort. Also unique are the one-off independent front suspension units, the biggest magnesium alloy die casting in the world for the dashboard, the siting of the fuel tank over the rear axle and details like the independently opening rear coach

contemporary design, but one that incorporated styling features established over 100 years of history that made the new motor car unmistakably a Rolls-Royce.

Particularly important elements of the design included a long bonnet with a short front overhang and, conversely, a long overhang at the rear. A long wheelbase was essential for excellent interior space and ride quality, while the roofline increases in depth as it nears the rear of the car, where it blends into a strong C-post. The latter gives passengers good privacy without resorting to smoked glass or curtains. The gentle downward curve of the roofline is mirrored by a subtle upward curve, running from back to doors, designed to make entry to and

exit from the car as easy, comfortable and graceful as possible. The retractable Spirit of Ecstasy can be lowered out of sight at the touch of a button, and umbrellas can be found neatly stowed in the rear doors, while self-centering wheel hubs keep the famous inter-linked Rolls-Royce badges in an upright position at all times.

After 100 years of manufacturing, the guiding principles of Sir Henry Royce remain central to the philosophy behind the new Phantom and Rolls-Royce Motor Cars at its new headquarters in Goodwood: "Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it."

RCC 398

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An Auto Fo BY JUDYTH BRAVO

he 1937 "812" Cord Phaeton featured in the Specialty Car Section is considered by many automobile enthusiasts to be the most visually striking car of all time, as well as the most mechanically advanced in its era. Called by New York's Museum of Modern Art "The world's outstanding example of rolling art," this model was voted "the best design of a mass-produced product in modern times" by one hundred automobile designers. The Phaeton on display, owned by the Bay Area's Sid and Alice Colberg, has just completed a three-month stint as the centerpiece of the San Francisco Legion of Honor's blockbuster exhibit "Art Deco, 1910-1939."

The legendary Colbergs have enjoyed over sixty years of motoring together, as well as spending their fair share of time in the prestigious Pebble Beach Concours d'Elegance Winners Circle with entries from their spectacular automobile collection. Regarded as the creator of the SCCA-sponsored Concours d'Elegance while Regional Executive of SCCA, Sid was the "Voice of the Concours" for twenty-five years, using his encyclopedic knowledge of automobiles to "walk through the classics." Sid not only talked the talk but walked the walk with his own lengthy pursuit of a passion for racing sports cars all over the world. The 1937 "812" Cord was offered both in the Phaeton model convertible and a Cabriolet two-passenger version called "the Sportsman." All models could be ordered with the centrifugal supercharger that boosted horsepower to 170. Supercharged, the cars came with the very distinctive chromed exposed exhaust pipes that exited the long hood before gracefully disappearing into its fenders. Other notable features are retractable head lamps, pontoon fenders, hood opening from the front, early front wheel drive, electric shifting transmission, completely concealed top, and elimination of a running board.

In its two-year production history two men stand out: E.L. Cord and Gordon Buehrig. In 1924, Cord convinced the Board of Directors at the Auburn Automobile Company that he could revive their enterprise. By 1929 Auburn sales had increased fifteen fold and Cord was head of an empire that owned Duesenberg, where Buehrig was chief stylist. In 1933, the designer was asked to style a "baby Duesenberg" intended to fill the price gap between the awesomely expensive model J Duesenberg and the middle-priced but very stylish Auburn. Eventually, the Duesy became a Cord. In the end, the times conspired against its success, but car enthusiasts would come to regard it as one of the classics of all time.

Hensler's Ferrari



Pesignation as one of the three featured specialty automobiles of this Concours marks the culmination of a westward journey spanning forty years for the Ferrari 275 GTS owned by Joe Hensler. Luigi Chinetti Motors in New York City, the famous American importer of Ferrari Automobile, originally sold this car new, reportedly for \$14,500. Chinetti had been a champion racecar driver for Enzo Ferrari while Enzo was the competition director for Alfa Romeo, and after the war, with Ferrari's own company. The auto spent much of its life in the Midwest but was brought to California in unrestored condition in the 1990s. Waterfront Automobili in San Francisco restored the mechanicals of the car while Brian D. Moore Restorations in Gold River restored the paint and body.

The 275 GTB (Berlinetta) and GTS (Spyder) were introduced together at the 1964 Paris Auto Show. The cars share identical chassis and engines but entirely different bodies. While the GTB was widely raced, the GTS was meant strictly as a road car. The GTS features a beautiful Pininfarina body and a luxurious interior with leather seats and door panels, full carpeting and a wood-trimmed dash. A unique factory feature in the GTS was the aluminum passenger footrest, designed to give passengers something to brace themselves on while the driver explores the cars prodigious performance. Owner Joe Hensler says, "The car is a pleasure to drive. It rides and handles well and the V12 motor is powerful but also sounds wonderful. I believe it may also be the most beautiful object on earth."

Despite being a 40-year-old car, the design of the GTS is similar to the current state-of-the-art automotive design with a fully independent suspension, four- wheel disc brakes and a rear-mounted differential for near 50-50 weight distribution. Performance statistics are also similar to a modern sports car with a 6.3 second 0-60 performance and a 144 mph top speed. This car is fitted with Borrani wire wheels, 275cc per cylinder with 3 Weber carbs put out 260 hp.

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Briedenbach's Rolls-Royce



epresenting a century of automotive elegance is the featured 1936/37 Rolls-Royce displayed by its owner Don Briedenbach of Granite Bay. It is an extremely rare Sedanca Coupe Model 25/30 Horse Power.

Mr. Briedenback believes that there were only four automobiles of this body style built: the one that is at the Concours today, the one on the cover of Bernard King's The Rolls-Royce 15/30 Horse Power, a Wraith model that was delivered to Prince Bira of Siam, and a final fourth, whereabouts unknown.

It's the Sedanca's unique elegance that prompted Briedenbach, who owns another Rolls-Royce, to purchase this car. When he heard that one of the "fabulous four" was for sale in Hawaii, he knew at once he would buy it. Briedenbach uses words such as "gorgeous" and "favorite design" to describe this "driver" that came to the mainland with the spirit of aloha. While discussing driving the vehicle to the Monterey Peninsula to the recent Pebble Beach Weekend, he quipped, "I overheated but the car did not ... remarkable for a sixty-five-year-old vehicle". Also remarkable is the fact that Rolls-Royce is still the luxury vehicle of choice for discerning buyers, from kings to sports stars, 100 years after its inception. Happy hundredth, Rolls-Royce!





Welcome Luxury Car Enthusiasts!



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Flaig's Thunderbird

he White 1955 Ford Thunderbird on display at the Concours today is one of three cars honored as a marque car at this first Niello Concours at Serrano. The first Ford Thunderbird rolled off the assembly line on September 9, 1954. Ford built a total of 16,155 Ford Thunderbirds in 1955.

This featured car, Richard and Jaqueline's Thunderbird, was manufactured on June 9, 1955 and was purchased by the Flaigs on August 5, 1994. The original equipment included a Y-Block V8 292 cubic inches engine putting out 198 horsepower and an automatic two-speed transmission. The tachometer was standard equipment, as were power seats and an adjustable steering column allowing about 3 inches of movement. Optional equipment ordered: fourway power seats, Master Guide power steering, power lift windows, tinted safety glass, a radio, heater and an electric clock. A Dress Up Package was also ordered. It included polished aluminum valve covers, a chrome oil breather cap and a chrome air cleaner. The car could be ordered with hardtop, soft top, no top or both. At the time of the Flaigs' purchase, the car was drivable but in poor condition. The car had electrical problems, most of the accessories and gauges did not function properly, and it did not start reliably. In 1955 Ford used a positive ground on the sixvolt system. This car had the battery installed with the negative ground by someone not aware that Ford had run the positive ground. 1955 was the only year for this; in 1956 they went to a 12-volt system with negative ground. After fixing these and other minor problems, the car was driven around the summer of '94, with the Sacramento Classic Thunderbird Club doing other cosmetic improvements along the way.

In the fall of 1994 Richard started disassembling the car for what turned out to be a 33-month restoration, completing the car in May of 1996. Body and paint were done by Duran Body in El Monte California; the dash covering and seats were done by Richard Pleshner of Sacramento, and all other components were handled by the owner. The Flaigs have enjoyed many Concours and regional Thunderbird conventions, all while meeting many people through this rewarding hobby.





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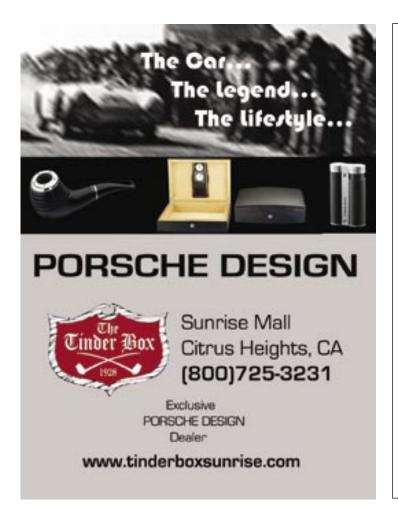
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Dave Bender

We are pleased to have Dave Bender as our Master of Ceremonies for the Inaugural Niello Concours at
Serrano. Dave Bender is the weather anchor for KOVR 13's 5, 6 and 10 o'clock evening newscasts, Monday through Friday.
Dave's love for cars goes back to when he was a kid and would watch the Indy 500 on TV with his dad. He has collected every Hot Wheel he could find and has driven some of those toys thousands of miles. Now he is all grown up, sort of, so instead of watching racing on TV with his father he goes to the track with him. He recently enjoyed NASCAR trucks, the Busch series and the Brickyard 500 in Indy over the summer.

As for personal cars, Dave loves convertibles the best for everyday driving. In fact he has two ... one is a 2000 Mustang GT, and the other is a red Porsche Boxster.

He also has a love for Ferraris. When he is at a car show, usually doing the weather, it is hard to keep him away from those Italian beauties. So if you see him hovering too long over a particular car, just call security — Dave's used to it by now!!!



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Travelin' with a By Judy Bravo "Concoursin' Man"

- is interesting that singer Tammy Wynette is emembered for the song "Stand by Your Man" when she was married five times. To my recollection none of her exes were even Concoursin' Men. Now, that's another whole ball of wax (or can of car wax!) Tammy never touched. It is the story of the women behind these men — the story of the unsung helpmates - that must be told once and for all. Theirs is a story filled with tales of following behind exotic cars, literally eating their dust, while driving the family heap, loaded down with Pledge cans, Armorall bottles, batteryoperated vacuums, masking tape and infinitum ad nauseum. One of the initial reasons for concoursing - to have an outing together with a gourmet picnic thrown in — is forgotten in the wake. Who's got time to pack a lunch with comments like, "After you get back from the store with the Bon Ami paste I need, could you run a load of towels for me? Be sure the wheels are finished before you go." Speaking of fresh towels, those commercials on TV that show the little woman reaping accolades from hubby for using a fabric softener are particularly irritating to the Concoursin' Woman. Concoursin' Men care that towels are soft for their cars; as long as the car gets velour, the family can use burlap bags.

There could be the inclination to theorize that Concoursin' Men are interested in cars in general and that the family car would receive excellent maintenance. Not so. Comments like, "You really should drive that thing through a Bubble Machine," and, "I'll bet that bomb could use a can of oil the next time you get a

40

fill-up," have been known to come from the lips of Concoursin' Men.

Concoursin' Men are the pride of Madison Avenue, for there are few products that escape their attention ... or their purchase. The hook is that the new product could just be that one that would put the prized vehicle in the Winner's Circle! One of the most important parts of any concours is the swapping of product ideas between entrants. Creativity runs rampant in this area, and often products are used in ways they are not intended to be. You'll hear exchanges such as, "WOW, your tires look great!""Thanks, I tried Adolf's Meat Marinade on them this time."

On the plus side, there is a certain drama to being the woman of a Concoursin' Man that few women — save the spouses of Grand Prix drivers — will ever understand. This drama culminates the night before the Big Show. If the Concoursin' Man can't sleep, neither can his Woman. Many nights before a big event I've awakened, startled to find myself alone. From the next room comes the sound of Q-tips being fluffed for the next day, or shoes being polished so he can nonchalantly view the undercarriages of his competition.

I still turn to putty when he uses his little boy charm on me, "I know I could win first place if I only had a new ... top, paint job, steering wheel, etc." Why not? We can do without that new sofa for another year. We spend all our evenings in the garage anyway. Just wait until next year. I heard grape seed oil is great for dashboards. You must use only the first pressing, however.





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Rolls-Royce History CHARLES ROLLS, HENRY ROYCE AND THE SPIRIT OF ECSTASY!

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

Henry Royce was the other side of the coin; he was the son of a miller and had nowhere near the upper-class childhood that Rolls did. His first job was selling newspapers at the age of 10, but soon he moved on to a job as an apprentice for the Great Northern Railway in Peterborough. At the age of 22 he and a partner founded a firm that produced electric-light fittings, cranes and generators. In 1903 he bought a secondhand Decauville motorcar, and was so dissatisfied with the car he decided to build one for himself. By all accounts and measures this two-cylinder cylinder car was superb.

Rolls heard tell of this marvelous machine and went to see it for himself. Henry and Charles met for the first time at the Midland Hotel in Manchester, England on May 4, 1904. Rolls tested the car and was so impressed he acquired the exclusive rights to sell the entirety of Royce's production. On Dec. 23, 1904 the two agreed the cars would be called "Rolls-Royce." These first cars were 10 horsepower, two-cylinder cars with a leather-lined cone-type clutch, a 3-speed gearbox, a fully floating live axle and spur-type gears. Three were made with the Royce badge and 16 with the Rolls-Royce livery. This first car sold for \$735; one can only imagine what it is worth in today's market! Mr. Thomas Love Jr. of Scotland owns the oldest known Rolls-Royce, which is a 1904 model and still on the road!

Another of the more famous Rolls-Royces is the Silver Ghost. The car was initially known as the Rolls-Royce 40/50 hp, but CG Johnson provided the Silver Ghost moniker and it has stayed with the car through the ages. The extremely high quality of these cars earned them the reputation as "The Best Motor Car in the World." There were 6,173 Silver Ghosts produced during the years from 1907 through 1925. These Ghosts had a 6-cylinder in-line water-cooled engine, a cone-type clutch, a 4-speed gearbox and a top speed of 84 mph. Certain aspects of the car changed as the production run continued.

We would be amiss if we didn't say a few words about the famous lady who rides atop the Rolls-Royce grill. "The Spirit of Ecstasy" is described by her creator, sculptor Charles Sykes, as "A graceful little goddess ... who has selected road travel as her supreme delight and alighted on the prow of a Rolls-Royce Motor Car to revel in the freshness of the air and the musical sound of her fluttering draperies." The first Rolls-Royce motor cars did not have the little lady present, but Sykes was commissioned by Claude Johnson, the managing director of Rolls-Royce, to create this flowing beauty, which went into production in 1911 and still gracefully maintains her place!





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he beautiful 1962 Rolls-Royce Silver Cloud on the green today was purchased new at British Motors of San Francisco by the famous Sally Stanford, one of the town's most famous modern figures. Over the years in her pre-Sausalito days, she had many careers and a dozen names. She seems to have ended up as Sally Stanford on a whim. She first came to major notice during the 1930s and 1940s, when she was the proprietress of one of San Francisco's finest bordellos. The Pine Street address of her sporting house was well known to the carriage trade. It was frequented by Pacific Heights playboys, powerful politicians and Montgomery Street CEOs. It was also a known address to every taxi driver and cop in San Francisco. A reform movement in 1949 brought enough heat to bear to make Sally close down and move to Sausalito, where she bought the Walhalla on Bridgeway Street. The respectable citizens of Sausalito were worried that Sally was merely shifting her base of operations and intended to resume her old business. She surprised everyone. Sally cleaned up the place, filled it with plush Victorian furniture, brought in the best chefs, changed the name to Valhalla and opened one of Sausalito's

finest restaurants. She may have gone straight, but she remained outspoken and down-to-earth. In 1972 she was elected to the City Council, and in 1976 she was elected Mayor. Newspapers all over the country published stories about the "Madam Mayor."

Sally died much admired in 1982. Just to the side of the ferry dock, where every arriving visitor sees it, is a double drinking fountain erected by the people of Sausalito in memory of Sally and her beloved dog, Leland. Around the waist-high fountain is the inscription, "Have a drink on Sally." Closer to the ground on the dog-high fountain it says, "Have a drink on Leland."

The Rolls was found behind a tire store in San Rafael, CA, having been stored there for fours years following Sally's death. The car was registered to the Valhalla Corporation when acquired by its current owners. The car had 16,000 original miles on it and now has over 30,000. The car remains in its original condition throughout, except for the body and paint, which were redone in 1988 by Brian D. Moore Restorations.

Everyone will surely enjoy this beautiful car a bit more having now learned of its interesting history.

Ferrari History

errari. The name alone invokes such passions and emotions. Is it the cutting-edge designs, the legendary and powerful engines, the incomparable racing history, or the legacy of Enzo himself? Most likely it is all of these, for Ferraris are the ultimate car-lovers cocktail, a scintillating, exotic and intoxicating blend of all of these elements.

Enzo Ferrari was born near Modena, Italy on February 18, 1898. When he was 10, his father took him to attend an automobile race, and the die was cast. Enzo eventually started racing, and in 1919 he finished ninth at the Targa Floria, which helped him obtain a position with Alfa Romeo. He raced at the Targa Floria as part of the Alfa Romeo team in 1920, this time taking second place. Enzo continued racing, and in 1929 he founded Scuderia Ferrari to organize racing for the team members. He successfully raced for Alfa Romeo until 1938, when he became head of their racing department. In 1940, Enzo left Alfa Romeo, and Scuderia Ferrari became Auto-Avio Consruzioni Ferrari. The first car they built was the Auto Avia tipo 815, which utilized Fiat mechanicals and did not do particularly well. The company built their next car in 1946, the 125 Sport. This was a 12-cylinder 1500cc car. Enzo's friend Colombo designed the legendary Ferrari 60-degree V-12 engine.

The list of notable Ferrari sports and racing cars is too long to address here, but Ferraris have won more than 5,000 racing titles worldwide. Their accomplishments include: 9 Formula 1 Drivers World titles, 14 Manufacturers' World titles, 8 Formula Constructors' World Championships, 9 wins at the 24 hours of Le Mans, 8 at the Mille Miglia, 7 at the Targa Floria, and over 125 Formula 1 Grand Prix wins. In 1969, Enzo sold 50 percent of the company to the Fiat Group, whose ownership increased to 90 percent in 1988. Enzo remained firmly in control of Ferrari's racing programs until he died on August 14, 1988 in Modena. Many people say racing is the heart of Ferrari and that Enzo built sports and grand touring cars to support this passion.

A few of the more notable Ferraris include the 1958 250 Testarossa, the 308 GTS, and the F40. In response to the 1958 3-litre limit on engine displacement for the Sportscar Racing World Championship, Ferrari developed the 250 Testarossa. Named for its red cam covers, the 250 Testarossa was a wildly successful racing car. It won first at the 24 hours of Le Mans, and then took first at four out of the five championship races that season. Testarossas are known as the ultimate '50s racers, with flowing pontoon fenders, an aggressive stance and a screaming V12 engine.

The Ferrari 308 gained notoriety with the masses when it was featured along with Tom Selleck in the "Magnum PI" television series. This is one of the most recognizable and affordable modern Ferraris. Styled by Pininfarina, this car was striking when first introduced almost 30 years ago and still turns heads today. The 308 was Ferrari's first two-seat V8 road car, featuring a transverse mounted engine, 5 speeds and rear wheel drive. Although introduced as a carbureted coupe, the 308 evolved to include versions with Targa tops and fuel injection.

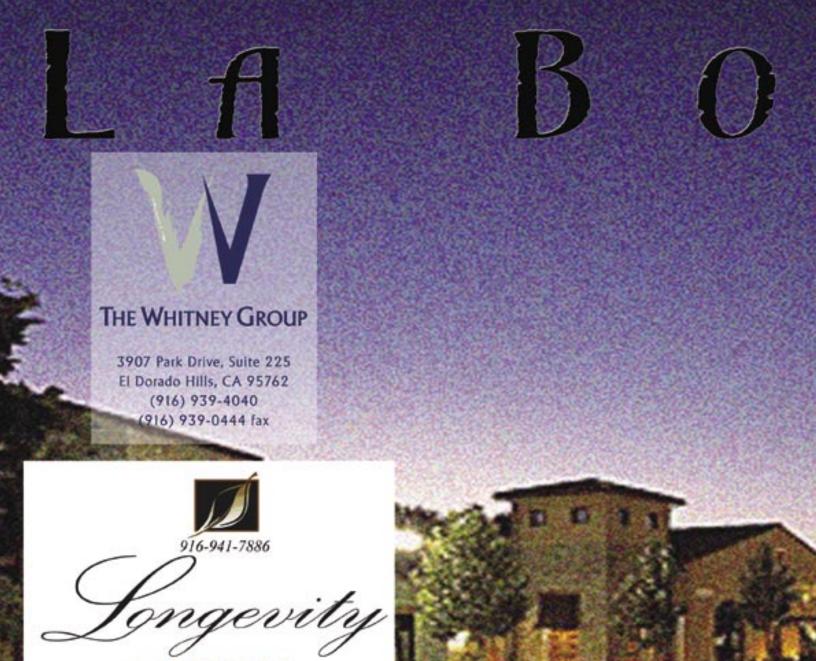
The Ferrari F40, a true Supercar, was designed and built to celebrate Ferrari's 40th anniversary. Production began in 1989 for this twin-turbo, inter-cooled V8 powered racecar in streetcar sheathing. It possessed a top speed of 201 mph and did the quarter mile in 11.8 seconds. The outrageous body was penned by Pininfarina and the entire car was executed in space-age components for light weight and high strength. This car passes 99 percent of the cars on the road before it gets out of third gear!

Wherever your passion lies for these rolling works of art with breathtaking performance, indulge yourself today. Take in the sights, the sounds and the aura of Ferrari.

"The story of the prancing horse is simple and fascinating. The horse was painted on the fuselage of the fighter plane flown by Francesco Baracca, a heroic Italian pilot who died on Mount Montello: the Italian ace of aces of the First World War. In 1923, when I won the first Savio circuit, which was run in Ravenna, I met Count Enrico Baracca, the pilot's father, and subsequently his mother, Countess Paolina. One day she said to me, 'Ferrari, why don't you put my son's prancing horse on your cars; it would bring you luck.' I still have Baracca's photograph with the dedication by his parents, in which they entrusted the emblem to me. The horse was black and has remained so; I added the canary yellow background because it is the colour of Modena."— Enzo Ferrari



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LITTLE BIRDS: 1955, 1956 AND 1957 THUNDERBIRDS

hile many of our soldiers were serving in Europe during World War II they got their first glance at the European sports cars, including Jaguars, MGs and Alfa Romeos. When they returned to the States they wanted two things: brides and sports cars. While Henry Ford was little help with the brides, he did come up with one of the first great American sports cars, the Thunderbird.

The Thunderbird was designed by William P. Boyer with low, forward-projecting lines, an x-type frame, ball joint front suspension and dual servo hydraulic brakes. Ford called the Thunderbird "a personal car of distinction," and the public took to it in droves. Some of the standard features included roll-up windows, a tachometer and a clock. The original production run was scheduled to produce 10,000 Thunderbirds, but in reality 16,155 Thunderbirds were actually sold in 1955. The car had a 102" wheel base, a chassis length of 175.3 inches, a curb weight of 1,233 pounds, and was 72" wide and 52" tall. The Mercury 292 V-8 delivered 198 horsepower with the manual transmission. The base price was around \$2,700. Buyers had their choice of 5 color schemes, including Torch Red, Raven Black, Snowshoe White, Thunderbird Blue and Goldenrod Yellow, with matching vinyl upholstery. The removable fiberglass hardtop was a standard feature with the convertibles. Some of the options available included overdrive, power seats, power brakes, power steering, power windows and an automatic transmission.

In 1956, Ford addressed some of the concerns that had arisen during the first year of production. The infamous porthole was added to the removable hardtop to improve sight lines, and an outside vent helped with ventilation. Air conditioning was not an option on any of the '55, '56 or '57 T-birds. The electrical system was upgraded from 6 to 12 volts, and the spare tire was relocated from the trunk to the rear exterior of the car. (More room for golf clubs!) Another engine was added as an option, the 312 CI V-8 that delivered 260 horsepower. The move toward safer cars was reflected in some of the '56 Thunderbird's standard features, which included a concave safety steering wheel, shatter-resistant mirror, safety door locks, and energyabsorbing passenger side instrument panel padding. Along with these improvements prices went up, with a base price of \$2,944 for the hardtop and \$3,019 for the convertible. 1956 had the lowest production numbers of the three years with 15,631 cars produced.

Although the '57 Thunderbird was still a 2-seat personal luxury sports car, many changes were evident. There was a new front grille, a restyled rear deck and bumpers. The spare tire went to a wheel well in the trunk, still leaving room for luggage and personal sports equipment. 21,380 cars were produced in 1957. Improvements in the passenger compartment included a "Dial-O-Matic" seat with memory setting and a "Volumatic Radio System" that increased the volume of the radio as the cars speed increased. The cars speed could definitely increase in '57 with the new engine choices:

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- E-Series, 312 CID engine, a hot cam, and two 4-barrel carburetors, 285 horsepower
- F-Series, 312 CID engine, special heads, cam, distributor,
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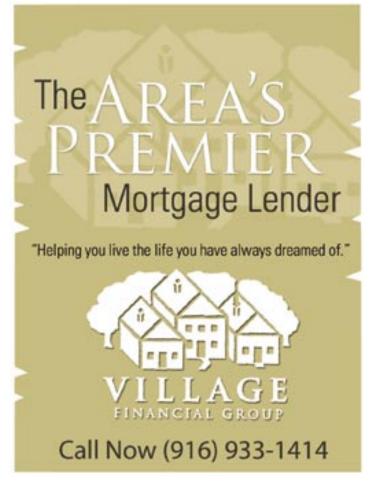
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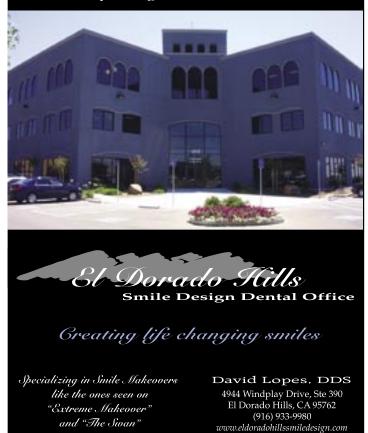
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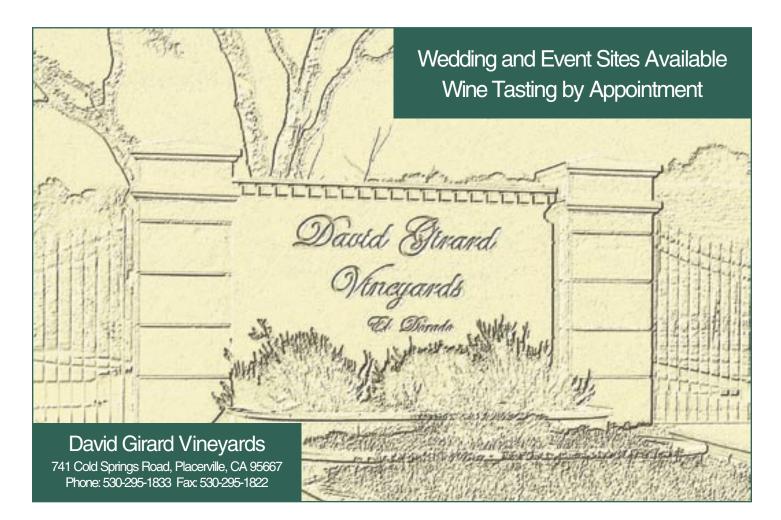


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THE NIELLO CONCOURS AT SERRANO

An event of this scope only comes to fruition with the efforts of many talented and dedicated people. The advisory board has been meeting monthly and completing their duly assigned tasks in between. Kudos and thanks to these dedicated volunteers.

Scott Adamson	Scott Adamson & Friends Advertising
Craig Beckley	Public Affairs Officer - California Highway Patrol
Winnie Comstock-Carlson	Publisher - Comstock's Business Magazine
Kjerstin Ciociola	Project Manager - The Niello Company
Art Dunn	Partner – Albano, Dale, Dunn & Lewis Insurance
Chip Dyson	Automobile Enthusiast - Investor
Jeffrey R. Kenyon	Kenyon Insurance/ Financial Services
Julene Logan	Concours Program - Comstock's Business Magazine
Genevieve Firestone	Concours Program - Comstock's Business Magazine
John McNamee	President - Echo Shirts
Michele Moore	Marketing - The Niello Concours at Serrano
James A. Perell	Sr. Marketing Director - TRI Commercial Real Estate
Janet Potiris	Fashion Show – The Niello Concours at Serrano
Sue Russell	Director of Tourism, El Dorado County Chamber of Commerce
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The Man Behind the Camera Tess Brave

fficial Niello Concours at Seriano photographer Jess Bravo has not only provided the fabulous Concours poster photography and design, he has also been a valuable Concours d'Elegance consultant.

Jesse Bravo, founder and president of BRAVO IMAGES, is a multiple-award-winning photographer whose career has been an eclectic mix of celebrity portraiture, photojournalism, fine art, commercial photography and breakthrough technology. He is also a highly accomplished businessman whose experience informs his approach to art and science.

Jesse received a bachelor's degree with honors from Brooks Institute of Photography and Science in Santa Barbara, where he was honored as class valedictorian. Upon graduation, he entered the field of commercial photography in San Diego, shooting everything from food to architecture. After completing a grand tour of Europe and the Middle East, he began his career in photojournalism as a United Press International photographer. His assignments brought him the opportunity to meet and photograph celebrities such as Frank Sinatra, the Beatles, Zsa Zsa Gabor, Mel Torme and Steve McQueen (who became a sports car-racing colleague).

His knowledge of photographic technology saw him next entering the field of micrographics, joining Mark Larwood Company, where he became President and CEO. Later, with TRW, Jesse became president and general manager of the Imaging Systems Group, until he left to pursue the next phase of his career in 1990.

Smooth Jazz on the Green Carol J. Toca

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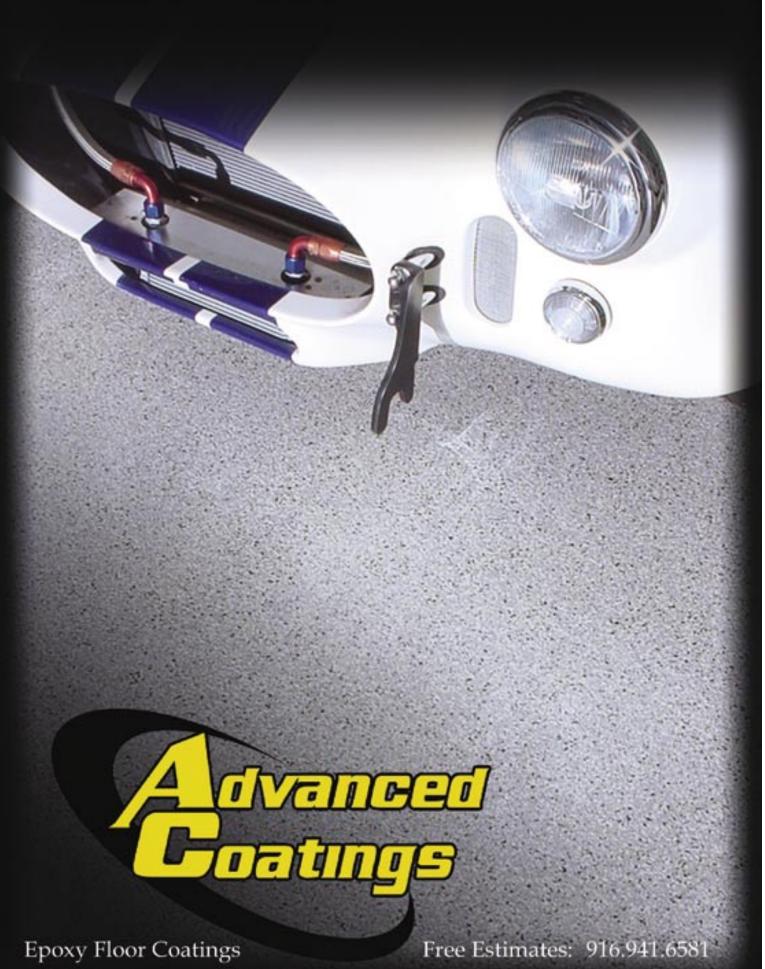
Performing and composing professionally since the age of 15, Carol's music reflects his diversity. His songs range from heartbreaking ballads to blazing Latin grooves . . . from potent cool to funky urban jazz. Carol's original works have been featured in films, com-pilation albums, his 1997 self-titled release and, most recently, the title cut on keyboardist Roger Smith's new hit CD "Just Enough". His second album, "See for Yourself," is currently in production

Today's concert on the green is sponsored by Village Financial Group and will be performed by Carol J. Toca. With a smooth, soulful tenor voice and unlimited style, it's no wonder fans compare Carol J. Toca to everyone from Al Jarreau to Sam Cooke to Anita Baker. With 20 years' professional singing experience, Carol is at home with jazz, standards, R&B, pop, Motown and blues. His signature sound captures the heart of any song he performs, while his electrifying stage presence keeps audiences spellbound.

Throughout his career Carol has performed across the United States and Canada, sharing the stage with artists such as Joe Sample, David Benoit, Rick Braun, Keiko Matsui, Yellowjackets, Roger Smith and Kenny G!

With performances tailored to each audience, Carol puts his own unmistakable stamp on every song he performs. From explosive improvisation to quiet passion, every shade is painted, every color explored.

This is a vocalist you don't want to miss!



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Evolution of a By JUDYTH BRAVO

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

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

In a shrewd move to attract elite clientele, hoteliers at exclusive European resorts held competitions for these stylish cars. The result was a series of annual and semiannual Concours in which cars were "judged" on their style, engineering, and aesthetic appeal. The cars were all new and were the best money could buy. Hence, drivers added still another variable by dressing appropriately to the styles of their automobiles. Judges were asked to weigh the overall effect of the creative entries in those contests of elegance.



Concours d Elegance

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

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

Each entry begins with a perfect score of 100 points. Judges deduct one to five points for any flaw found depending on its severity. The entry with the highest score in each class wins first place. In an SCCA-sanctioned Concours, a vehicle must have at least 80 points to win first place, 60 points to win second, and 50 to take third. Often only a point or two separates winners. The "Best of Show" is chosen from the first place winners in all classes, but the Honorary Judges' award is chosen from the entire field by a group of dignitaries and enthusiasts. Let the show begin! he Gala, an event to celebrate the Niello Concours at Serrano. An event where the art of the automobile, along with the conversation of fellow car enthusiasts, is enjoyed by all who attend. The Gala is a gathering of car owners and those who admire the automobile. It is our way of saying thank you to the sponsors and media who make the Concours possible. This year's inaugural Gala will be the beginning of a tradition, the place to be every year, with excited anticipation of the Concours the next day.

Another aspect of The Gala, which we hope will become a longstanding tradition, is that a portion of the proceeds from the event benefit the El Dorado Hills School Districts. Giving back to the community is very important and this year the charitable donations from Wells Fargo and JTS Communities are going directly to

special programs in El Dorado

Hills schools.

Make sure to include The Gala in your Niello Concours at Serrano weekend plans for 2005, we'll see you there!

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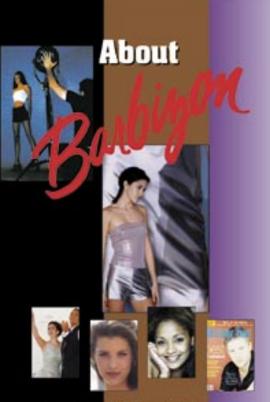
November 11, 2004 Beautiful You: Facelifts and Eyelid Surgery Laser Resurfacing, Visage Coblation & Chemical Peels Skin Care, including Micro peels & Microdermabrasion

eminars are from 6:30 to 7:30 p.m. Reservations requested.

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Concours Terms for the Day

Antique	_Pre 1919
Barouche	_A four-wheeled, low carriage with folding top
Berli	A four-wheeled carriage with a sheltered seat behind the body
Boattail	_Car with the boattailed {i.e., V } back
Bonnet	_ The hood of a car
Brougham	A light, closed carriage with seats for two or four
Cabriolet	A one-horse carriage with two seats and a calash top, named for its springy motion
Calash	A light carriage with low wheels having a top or hood that can be raised or lowered and a moveable front
California Top	An awkward-looking device built of wood, leather and glass which could be fastened onto an ordinary touring car body, changing the car to a cumbersome but comfortable sedan
Classic	1920 to 1942. A trend-setting car, like a Pack- ard V-12, unique or ahead of its time
Concours	_A gathering or parade of the elegant
Convertible Roadster	Five-passenger touring car with a rear com- partment that could be converted by a clever manipulation of the folding back seat. When closed off. the car resembles a sporty roadster
Coupe	Closed two-door body with room to accom- modate two to three people
	1 1
Coupe de Ville	Towne car
Coupe de Ville Coupelet	
	_Towne car
Coupelet	Towne car Two-passenger model Touring sedan with a permanent top and glass
Coupelet Demi Sedan	Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains
Coupelet Demi Sedan Dickey	Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and
Coupelet Demi Sedan Dickey Drophead	 Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and wind-up windows
Coupelet Demi Sedan Dickey Drophead Epicyclic	 Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and wind-up windows Gears
Coupelet Demi Sedan Dickey Drophead Epicyclic Estate Wagon	 Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and wind-up windows Gears Station wagon Control over engine speed, usually by means
Coupelet Demi Sedan Dickey Drophead Epicyclic Estate Wagon Governor	 Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and wind-up windows Gears Station wagon Control over engine speed, usually by means of an extra throttle valve in the carburetor
Coupelet Demi Sedan Dickey Drophead Epicyclic Estate Wagon Governor Grand Turismo or GT	 Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and wind-up windows Gears Station wagon Control over engine speed, usually by means of an extra throttle valve in the carburetor Grand Touring car
Coupelet Demi Sedan Dickey Drophead Epicyclic Estate Wagon Governor Grand Turismo or GT GP	 Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and wind-up windows Gears Station wagon Control over engine speed, usually by means of an extra throttle valve in the carburetor Grand Touring car Grand Prix
Coupelet Demi Sedan Dickey Drophead Epicyclic Estate Wagon Governor Grand Turismo or GT GP Hood	 Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and wind-up windows Gears Station wagon Control over engine speed, usually by means of an extra throttle valve in the carburetor Grand Touring car Grand Prix Front of car usually covering the motor
Coupelet Demi Sedan Dickey Drophead Epicyclic Estate Wagon Governor Grand Turismo or GT GP Hood Horseless Carriage	 Towne car Two-passenger model Touring sedan with a permanent top and glass side curtains Rumble seat A body style incorporating a folding roof and wind-up windows Gears Station wagon Control over engine speed, usually by means of an extra throttle valve in the carburetor Grand Touring car Grand Prix Front of car usually covering the motor To 1919 Unit measuring the ability of an engine to do work — 1 horsepower equals 550 foot pounds

Landaulette	_A closed car, the rear portion of which
Mangua	could be opened in fine weather
Marque	_A brand or make of car
Mother-in-Law Seat	Single seat attached to the back of a car, forerunner to the rumble seat
Muffler Cut Out	A foot-controlled valve attached to the muffler system to silence or add power
Opera Coupe	A closed car with two doors and a fold- ing seat beside the driver. The rear seat was offset to the right and big enough for only two people
Planet	_Gears
Roadster	A general term for a light two-seater car of the early 1900s especially from America
Running Board	A step running all or partly around the side of a vehicle to help in entrance and exit
Saloon Sedan	Sedan car with two- or four- door body and seating for 4 or more passengers, with more space between front and rear seats
Sedanca de Ville	_Town car
Shooting brake	Station wagon
Silencer	Muffler
Silver Ghost	Rolls-Royce first introduced it to the public in 1907. Named for its silver color and its silence
Sports Phaeton	An early name used for an open car, usually called dual cowl seating for 4 or 5 passengers. Sometimes applied to American 4-door convertible sedans of the '20s and '30s
Suicide Doors	_Gracefully curved, rear hinged doors
Tonneau	An enclosed rear part of the car body containing the passenger seats
Touring car	An open car with front and rear seats and often a folding top
Town car	An American term for a Coupe de Ville, a body style in which the passenger compartment was closed, but the driver was exposed
Twin six	Packard's first 12-cylinder car, introduced in 1915
Underslung	_ The frame that goes underneath the axle
Victoria	_Opera Coupe
Vintage	The cars that were mass-produced between 1920 and 1942



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