

Landmark Lincoln Car Show

On September 23rd, Landmark Lincoln held it's annual Lincoln, Mercury and Ford show. The weather was a bit cold and cloudy, but there was a great turnout anyway. 132 cars came out and were treated to great cars, great food and free test drives in brand new Lincoln's. I personally test drove a new Lincoln Continental and holy smokes, this is a wonderful automobile. Stylish, luxurious and fast. What more could you want in a new car. If you are in the market for a new car you owe it to yourself to look at and drive a new Lincoln.

Thanks to Landmark and it staff along with the hard working club members of the Lincoln Continental Owners Club for putting on a wonderful event. This is definitely one of my favorite shows of the year.



More photos from the Landmark Lincoln Car Show





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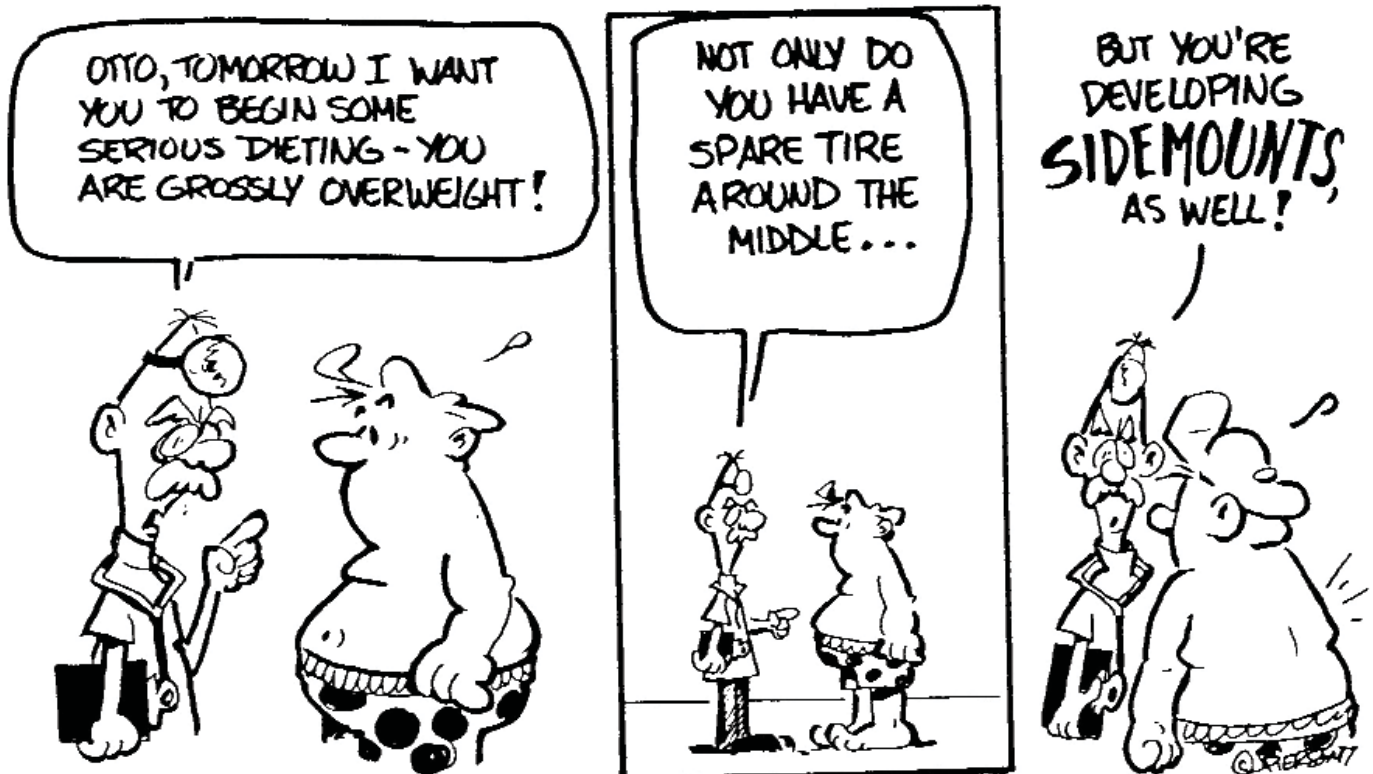
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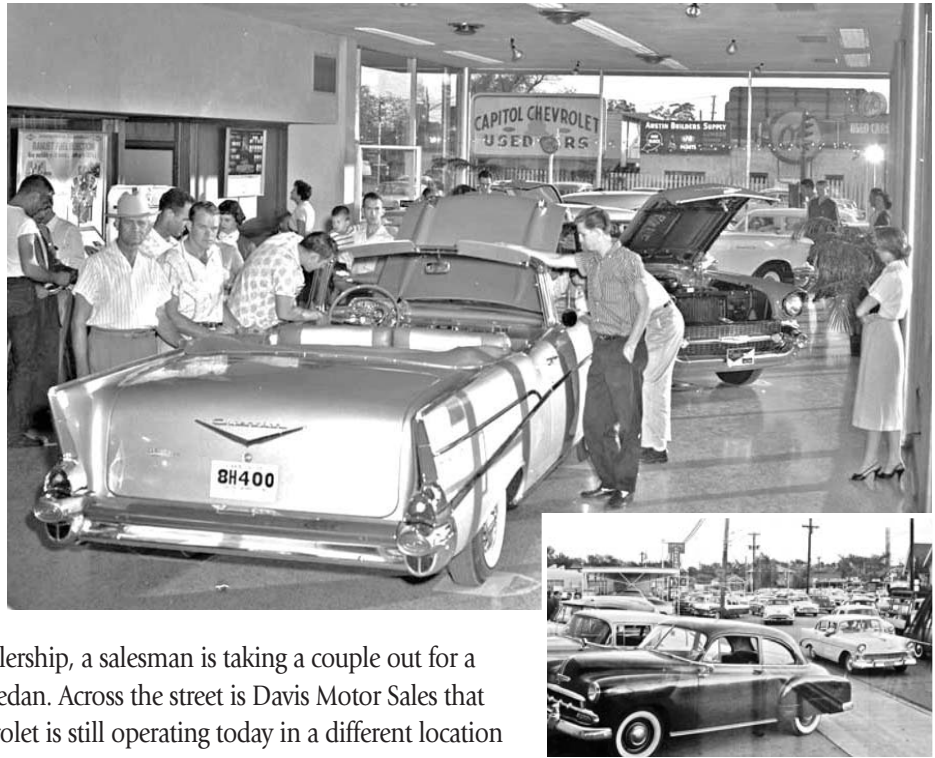
By Jay Piersanti



1957 Chevrolet Introduction Day at Capitol Chevrolet

Back in time, new car introduction day was a major event that resulted in showrooms filled with people and traffic jams caused by drivers cruising by to catch a glimpse of the new offerings. Today hardly anyone pays attention on the day that the new models are unveiled, and most trips the local dealer are to the service department, and end up with the visitors sitting in the waiting room staring at the television.

This scene at Capitol Chevrolet in Austin, Texas, at West 5th Street and Lamar Boulevard on October 19, 1956, shows a number of people congregated there, and the parking lot is full of cars. Out in front of the dealership, a salesman is taking a couple out for a test drive in a left over 1956 Chevrolet sedan. Across the street is Davis Motor Sales that apparently sold used cars. Capital Chevrolet is still operating today in a different location at 6200 Interstate Highway 35 in Austin.



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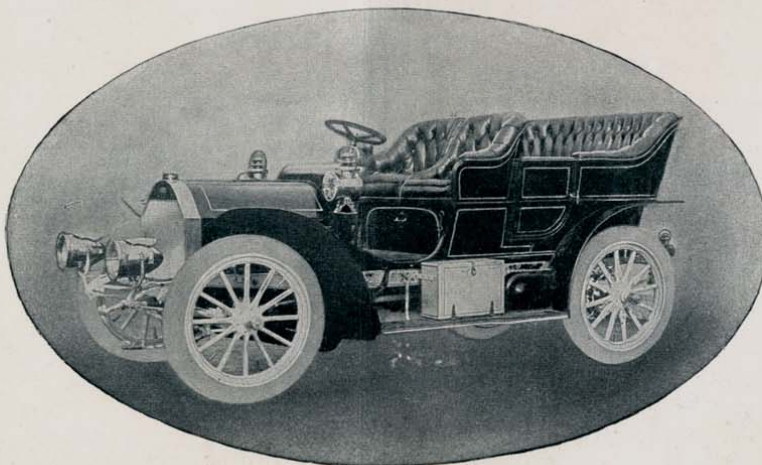
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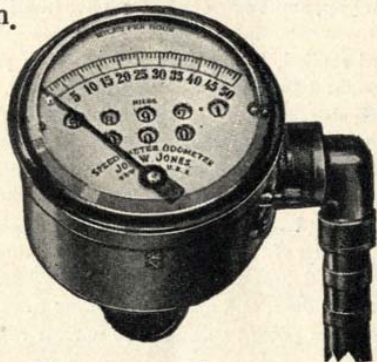
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Pebble Beach has built its reputation on pre-war automotive elegance, and selecting Isotta Fraschini as a featured class this year continued this tradition. The chance to see twenty examples by the revered automaker in one place was truly remarkable.

Founded in 1900 in Milan, Italy, Isotta Fraschini quickly moved from importing and selling automobiles to focus on manufacturing passenger and racing cars. Although they were one of the early pioneers to use an overhead cam and four-wheel brakes, and produced the first production car with an inline eight-cylinder engine, the company is best known for manufacturing one of the most expensive and luxurious cars of the 1920s and early-'30s.

In an era when luxury automakers paired with independent coachbuilders to create extravagant one-off automobiles, Isotta Fraschini was one of the most desired vehicles for the richest of the rich, high society, and movie stars, and embodied the wealth and overabundance of the time. The many embellishments like custom upholstery unique to each car, magnificent woodwork and my favorite detail – the ornate radiator grill guards – make each car a work of art.

Although not extravagant, Isotta Fraschini Chassis No. 1 is historically significant for being the first car the emerging automaker produced and it consists of a simple chassis with a single-cylinder De Dion-Bouton engine, that was used primarily for factory testing. One of its most unusual features is having Henry Ford's name on the large plaque attached to the radiator. In 1930 Ford considered investing in Isotta Fraschini and Chassis 1 was given to him during negotiations



1901 Isotta Fraschini Chassis No. 1

for display at the then-new Henry Ford Museum. The investment never happened, and after a short time on view in Dearborn, Michigan it spent many decades in storage. When it finally returned to Italy, the period style wicker seats and support were added.

Like many manufacturers, Isotta Fraschini entered into the racing arena as a way to both develop and market their cars, including entries in early Indianapolis 500 races. This 1913 Tipo IM Race Car is one of six built and one of three to race at Indy that year. Powered by a four-cylinder engine with a single overhead cam, none of the Isottas' finished due to mechanical issues, although the chance to study one now shows that the company's fine craftsmanship and style are readily apparent in their competition machines.



1913 Isotta Fraschini Tipo IM Racing Car

Viewing Isotta Fraschini's side-by-side in a Concours setting also becomes a study of the various coachbuilders that lent their signature styling and detail to each body built. Italian Coachbuilder Cesare Sala was an early collaborator with Isotta, and the 1927 Tipo 8A Cesare Sala Torpedo in the lead photo is an admirable example of his work. The Torpedo's finely crafted coachwork with very refined and exquisite wood covering and moldings was a joy to examine at the Concours.



1930 Isotta Fraschini Tipo 8A Castagna Special Sports Torpedo

Although Castagna built attractive bodies for many different marquees, it's hard for me to separate this coachbuilder from Isotta Fraschini. It is fitting that Castagna coachwork was also a featured class because the two companies together represent the roaring twenties in fine form and the signature Art Deco radiator guards that adorn many Isottas' were originally the work of Castagna.



1927 Isotta Fraschini Tipo 8A Saoutchik Coupé Chauffeur

French coachbuilder Saoutchik is more related with Hispano Suiza and Delahaye, but his work was also represented with the 1927 Tipo 8A Saoutchik Coupé Chauffeur. The sweeping aluminum cowl molding leading to the windshield is so unique yet so Saoutchik.



1928 Isotta Fraschini Tipo 8A LeBaron Cabriolet

The United States was a large market for Isotta Fraschini, and many of the cars sold in the US were purchased in chassis form and bodied stateside. Also on display were excellent examples with coachwork by LeBaron and Fleetwood.



1929 Isotta Fraschini Tipo 8A Castagna Imperial Cabriolet

The 1928 Tipo 8A Castagna Commodore on display is a familiar favorite too. It is part of the Academy of Art Collection in San Francisco. The Commodore body style while still refined is the most sporting version.

Isotta Fraschini was not able to transition back to car production after World War II, but the firm did try. Six prototypes of the Tipo 8C Monterosa were made but never made it into production. Two prototypes survive, and the 1947 Tipo 8C Monterosa Touring Coupe and the 1948 Tipo 8C Monterosa Boneschi Cabriolet. These were highly advanced luxury cars and included spring operated doors, hinged fenders, and featured convenient dashboard activation of a Fraschini jacking system fitted on all four corners. With the high cost of production, the Monterosa never found an audience.

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This is a monthly publication dedicated to the enjoyment of the collector car hobby in Colorado.

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ED: I am looking for other Cars of the Month. These cars do not have to be concours award winners, just cars that have owners who are proud to own them. (Don't we all feel that way?) To nominate a car and owner, please contact me at gakiyama@earthlink.net. Thanks.

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