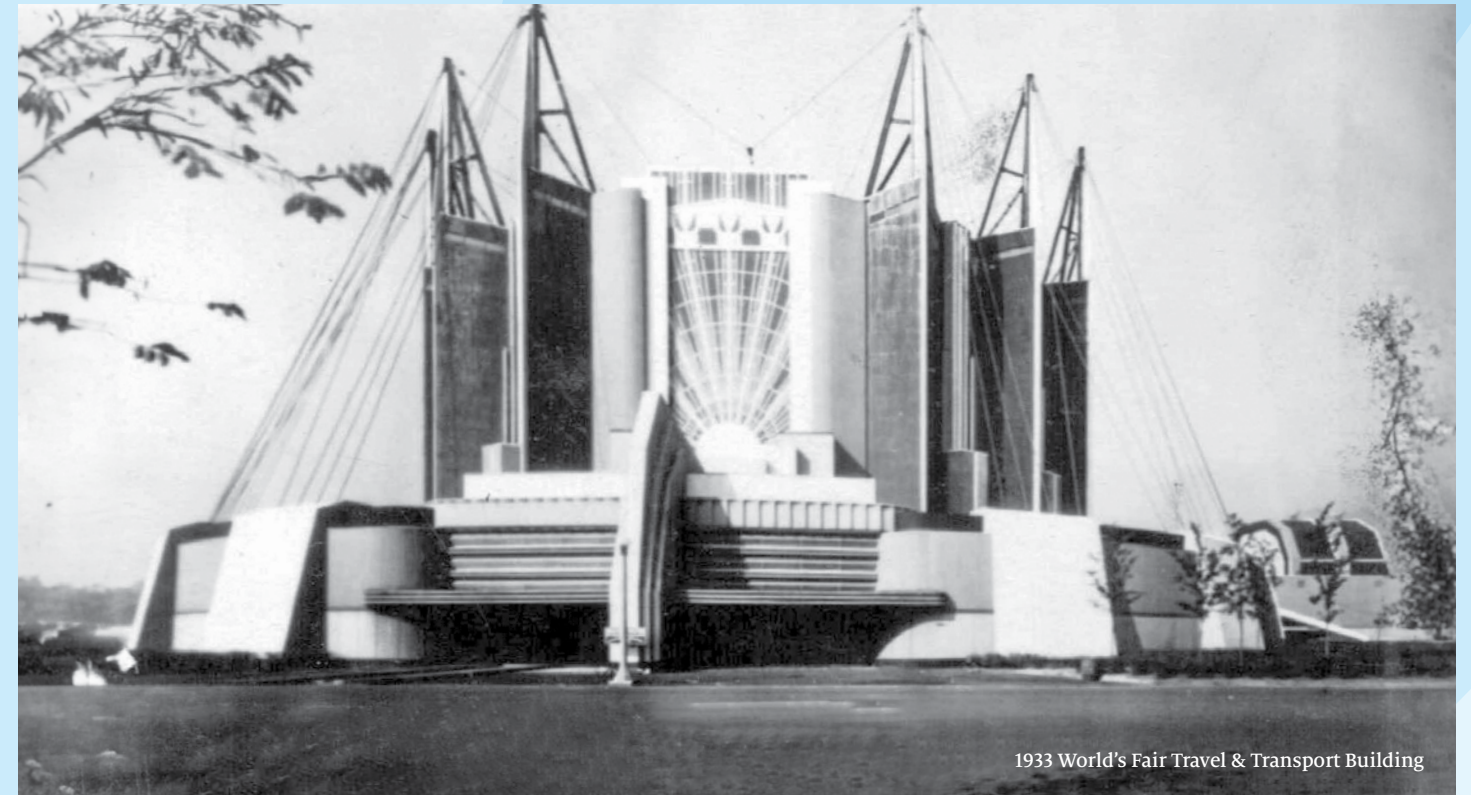


# Years Ago

BY  
**RON  
VERSCHOOR**

## The Century of Progress International Exhibition



1933 World's Fair Travel & Transport Building

### ANOTHER RECENT EBAY FIND

prompted a look back on a significant Classic Era event. Ninety years ago, the Chicago World's Fair, also known as the Century of Progress International Exhibition, continued into its second year. The event opened on May 27, 1933 and closed on November 12, 1933, attracting more than 22.5 million attendees that first year. With admission set at 50 cents for adults and 25 cents for children, the Exhibition proved so popular that it ran again from May 26 through October 31, 1934, attracting another 16.5 million visitors.

Documenting the innovations and advancements made during the previous 100 years, the 39 million attendees also enjoyed a glimpse of what the future held — a welcome respite from the hardships of everyday Depression-era life. The Exhibition site spanned 427 acres and the event program made it clear that “To see A Century

of Progress in a single day is impossible. Therefore, to arrange the buildings in a form of a tour through the grounds would be meaningless. For that reason we have classified them in the following pages according to the exhibits they house.”

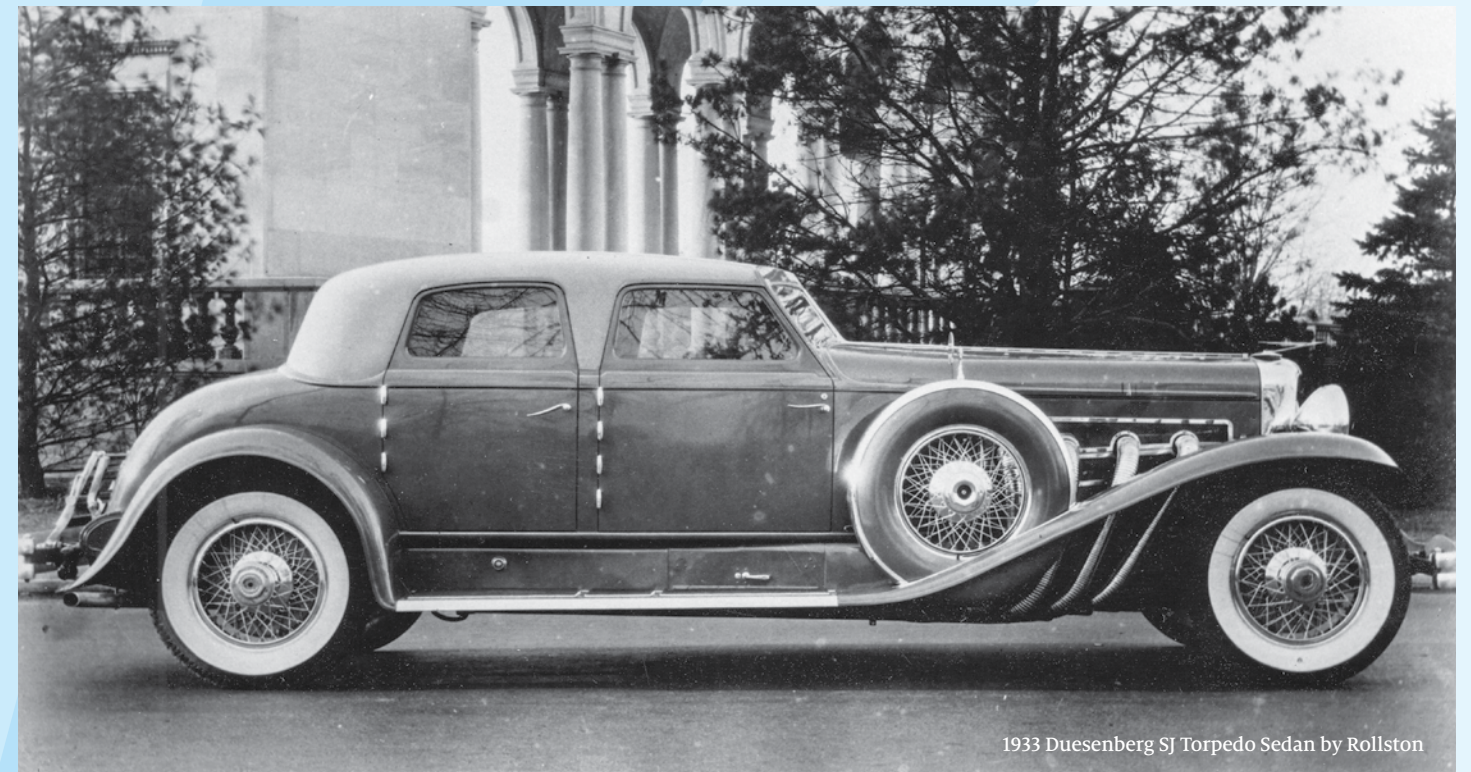
“Those groups, tracing the growth of manufacture, building, transportation, and agriculture during the golden century from 1833 to 1933 are to be found in: The Hall of Science; General Exhibits Group; Electrical Group; Travel and Transportation Building; the buildings of General Motors, Chrysler, Firestone, and American Radiator companies; the Agriculture and Dairy buildings; and the Home Arts group.”

Additional exhibits covered government, art, social sciences, religion, media and entertainment, but the introduction of four significant automobiles still fascinates Classic Car enthusiasts today. Those four, all



Chicago World's Fair program

Full Classics® were the Packard “Car of the Dome” Dietrich Sport Sedan, the Duesenberg SJ “Twenty Grand” Rollston Torpedo, the Pierce-Arrow Silver Arrow >



1933 Duesenberg SJ Torpedo Sedan by Rollston

and Cadillac's Aerodynamic Coupe by Fleetwood.

The mid-1930s was a period of transition for automotive styling during which individual components began to blend with the overall body design. Enclosed fenders, integrated headlamps and taillamps, built-in trunks and the elimination of side-mounted spares and running boards became more prevalent and by 1940, most Classic Cars looked vastly different from those produced just ten years earlier. To my eye, the Duesenberg and Packard are the most traditional among these four show cars, followed by the Pierce-Arrow with the Cadillac the most innovative in terms of styling.

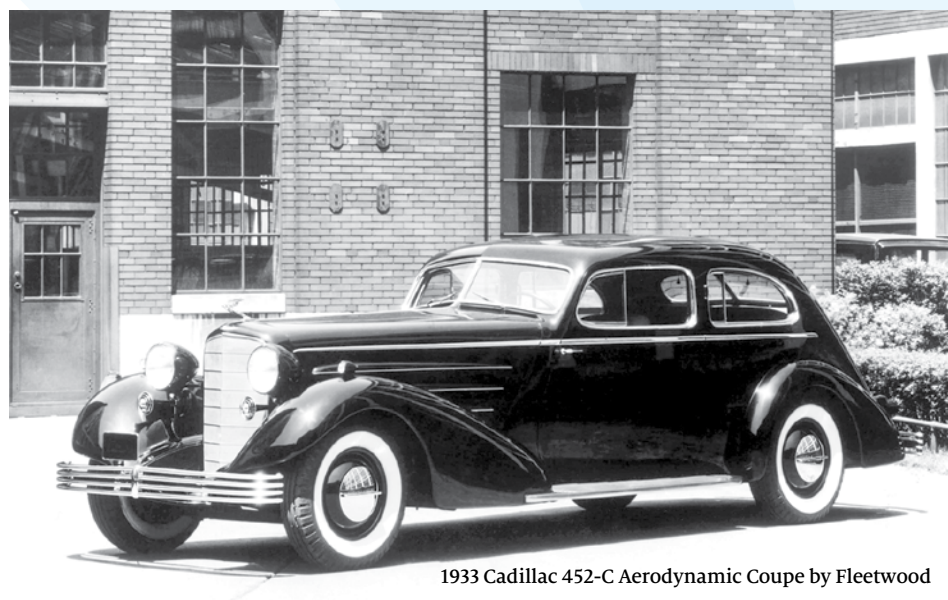
The Duesenberg was a singular offering and Pierce-Arrow built five Silver Arrows for 1933. In his "The Magnificent Packard Twelve of Nineteen Thirty-Four," Ed Blend wrote that "Seven of these styles (Dietrich Sport Sedan, #4182) were supposed to have been made" but lists just three chassis numbers. Cadillac reportedly built 20 Aerodynamic bodies between 1934 and 1937, with eight of those assigned to the sixteen-cylinder chassis.

Among the vast archives housed on the University of Chicago Library's website (lib.uchicago.edu) is a "Guide to the Century of Progress International Exposition Publications 1933-1934." Those publications have been digitized and are accessible (and downloadable) for free. General Motors produced a number of publications for distribution at the Exhibition including "the Automobile Buyer's Guide." This was "A sequel to *The Proving Ground of Public Opinion*—reflecting the views of 211,000 motorists responding to General Motors consumer research." That publication included a questionnaire asking respondents to rank ten characteristics related to a new car purchase. The results



1933 Pierce-Arrow Silver Arrow

“The mid-1930s was a period of transition for automotive styling during which individual components began to blend with the overall body design.”

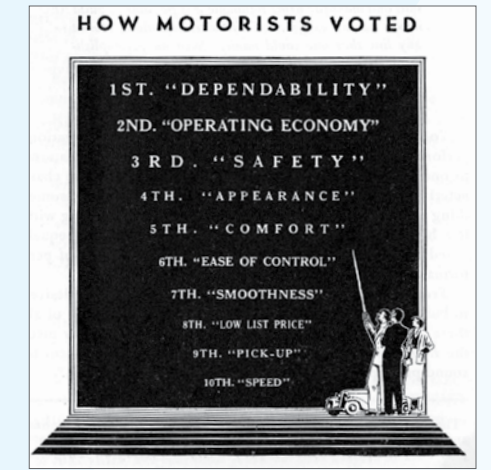


1933 Cadillac 452-C Aerodynamic Coupe by Fleetwood

General Motors 1933 publication

General Motors 1934 Buyer's Guide

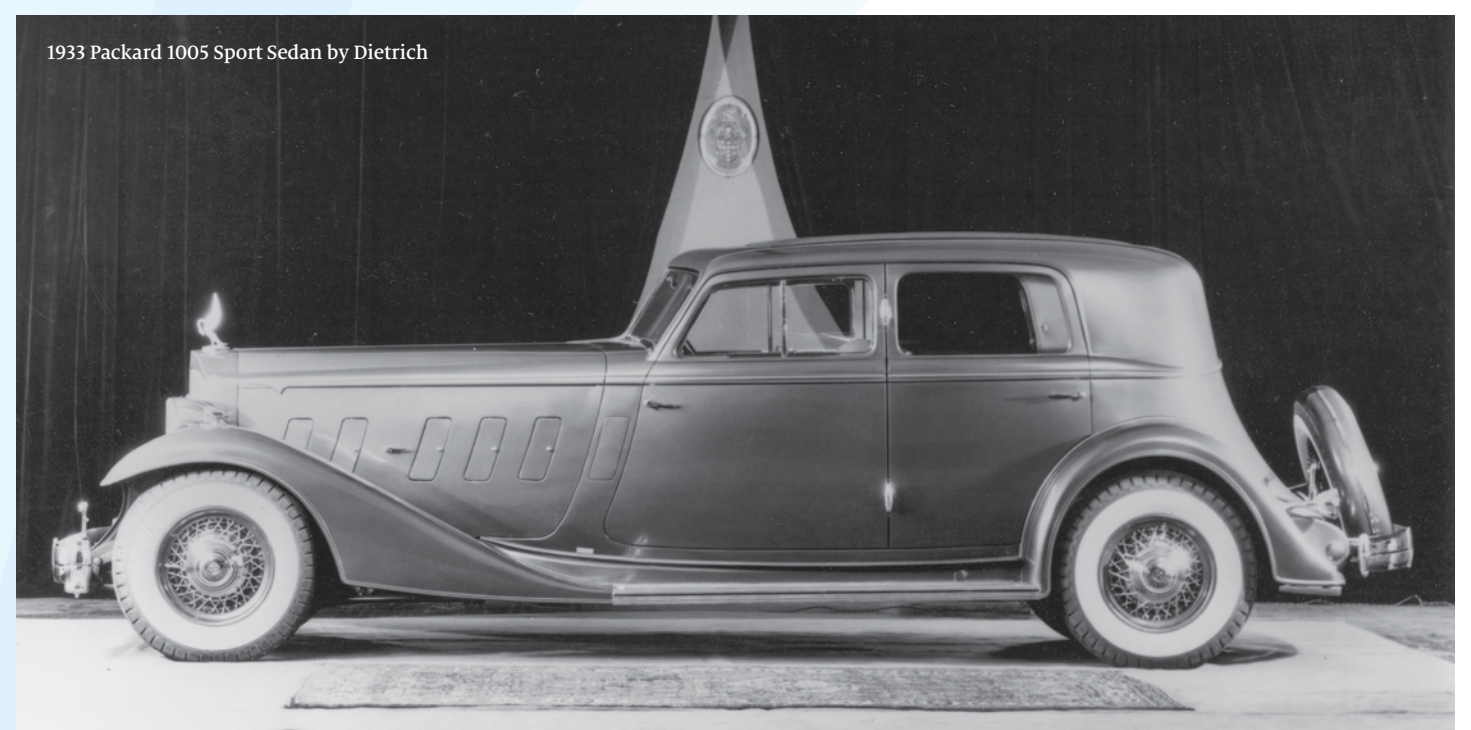
General Motors Building



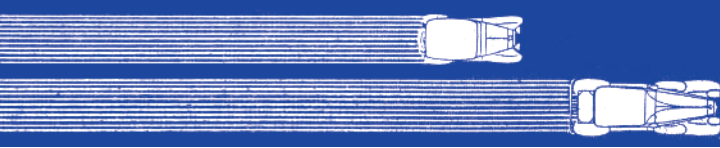
Ranking of automobile characteristics

were published in the "Buyer's Guide" with Dependability ranked first, followed by Operating Economy, Safety and Appearance.

Have consumer automobile buying preferences changed in the last 90 years? I suspect the top three characteristics are still important today, now accompanied by concerns about driving range and the number of cupholders or USB ports. And does today's Tesla Cybertruck illicit the same sort of admiring glances the four Century of Progress show cars did? Contrasting today's automotive offerings with those from 90 years ago is the strongest case for understanding why we admire the automobiles of the Classic Era. ●



1933 Packard 1005 Sport Sedan by Dietrich



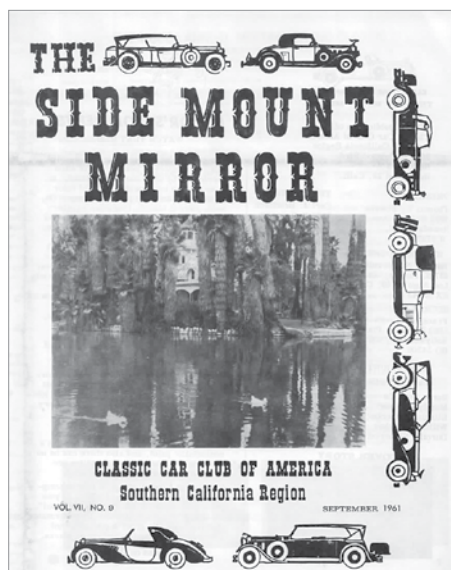


Basic black, an excellent choice for Town Cars such as this 1930 duPont Model G by Merrimac



Or the 1930 Rolls-Royce Phantom II Town Car by Brewster

# 60 Plus Years Ago: Who Knew



Side Mount Mirror, September 1961

**WHILE J.B. NETHERCUTT IS REMEMBERED FOR** his long-lasting influence on the collector car hobby, as well as his leadership role during the formative years of the CCCA and our Region, did you know that for a brief period during the early 1960s, J.B. was the editor of the *Side Mount Mirror*? From Volume VII, Number 9 (September 1961) comes his recommendations on color selection for Classic Cars.

**EDITOR'S COMMENTS: WATCH THAT RED!** Choice of color schemes for our Classics is a very important point which is often overlooked by us in our restorations. It is so easy to let consideration of color go until last and then perhaps to say, "oh, well, paint it black," that often an otherwise very beautiful Classic

is downgraded by the application of a poor color scheme.

No one will deny that black is a very rich color and that many cars present a striking appearance when painted black; however, black is not a crowd-pleaser and is certainly not a point-getter, particularly since black has the unfortunate tendency to show up every slightest mar and defect in the surface to be painted. Formal type cars, such as town cars, most often should be painted black, but with this exception, careful choosing of other colors can be of enormous benefit.

Generally a two-tone color scheme is more striking than single colors only, and most Classics can be treated with a two-color job with retention of authenticity and with very pleasing results.

It is my own opinion that cars produced prior to 1935 are actually better off with a nonmetallic paint, and also there can be no question of authenticity if metallics are avoided on pre-1935 production cars.

In choosing a base color, the best descriptive words you could use in talking to your paint dealer are "hard, clear and unusual." By "hard" color, a dealer understands that the color has great depth and is not muddled up with pastels, grays or blacks.

The word "clear" usually signifies depth also, and in fact, the addition of clear lacquer to the color mix is one means of achieving the depth desired. "Unusual" means as compared to colors of today's production cars which most generally have pastel shades completely unsuited for Classics. ➤



Orello, a blend of orange and yellow looks striking on this 1934 Packard 1108 Convertible Sedan by Dietrich



A lovely ruby red on this 1934 Packard 1108 Sport Phaeton by LeBaron

The toning color or second color to be chosen in the color scheme can be made more striking if it is a variation on the chosen base color, and here the addition of graying materials can produce most pleasing contrasts.

Most paint dealers have somewhere in their establishments, color books going back to the early 1930s, and a perusal of these is very wise in making color choices as many of the out-of-date colors were very beautiful and can authentically be applied to Classics. Another good resource of ideas for color schemes can be found in the current color schemes of imported cars, particularly Rolls-Royce and Volkswagen. Many of the colors used on these two marques are quite in keeping with those required for our Classics. In general, the course for the wise restorer to follow is to spend plenty of time in considering color schemes and in making sure that the completed job will be personally satisfying to him.

Stripping of the completed job is just as important as the color scheme itself, as this adds the final touch to the car, which would otherwise be just about as unfinished as a woman without lipstick. Conservative colors are all right on sedans and coupes, but if

you have a body design to work with which can stand outstanding color schemes, don't hesitate to be bold and daring. After all, one of the pleasures of owning a Classic is to attract attention, and we all like being looked at. •

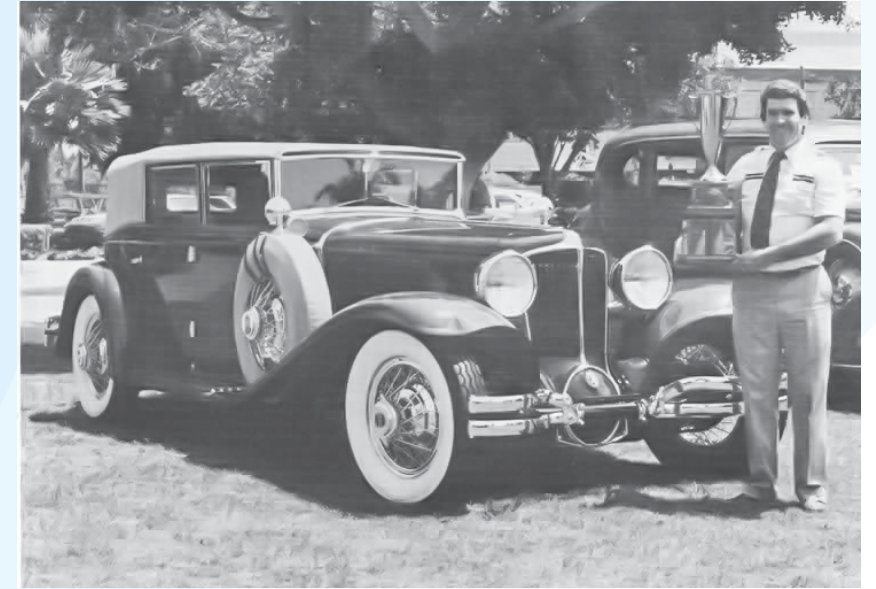


A range of colors, as suggested by illustrator and architect Joseph Urban, are shown on this 1930 Ruxton Sedan

## 30 Years Ago: The Warshawsky Best of Show Award

**THIS YEAR'S** CCCA Annual Meeting program contained a list of past Warshawsky Best of Show winners along with a brief description of the inaugural presentation of that award. In 1994, the Annual Meeting was hosted by our Region with Bill Snyder serving as coordinator. Our host hotel was the Pan Pacific Hotel (Disneyland) and 62 Classics were present for Saturday's show. Of those, 37 cars were judged and ten scored a perfect 100 points, including entries by J.B. Nethercutt, William Lyon and Peter Mullin. But the Classic determined to be Best of Show was a 1930 Cord L-29 Convertible Sedan owned by Leonard Urlik.

Other Southern California Region members to receive this award include Ray Scherr (2002 for a 1933 Packard 1005 Coupe Roadster, Don Sears (2007 for a different 1933 Packard 1005 Coupe Roadster), Ralph Marano (2011 for a 1938 Lincoln K Convertible Sedan by LeBaron), Rob Hilarides (2013 for a 1931 Packard 845 Sport Sedan by Dietrich) and Rob Hilarides (2019 and 2024 for a 1935 Duesenberg JN Berline by Rollston). •



1994 - The inaugural presentation of the Warshawsky Best of Show Award goes to Len Urlik and his 1930 Cord L-29 Convertible Sedan.

### Side Mount Mirror



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