



the **STAR** capitol

The MERCEDES-BENZ CLUB of America • Sacramento Section November 2003

Calendar Of Events

November 15, 2003

Planning meeting for 2004
Sizzler Restaurant
Bill Brandt
(916) 399-1736

December 2003

Dec 19th
Section Christmas Party at the Holbrook
Hotel - Grass Valley & Cornish Christmas in
Town

Gary & Carolyn Twing
(530) 265-4079

December 21, 2003

Nevada City Victorian Christmas
Bobbie Larson

Planning Meeting – Saturday 6:00 PM November 15, 2003

Meet us at the Sizzler restaurant – at Fulton Ave and Cottage Way (By Sacramento Jaguar) and plan out the next year's events. I have thought of having an overnight event to San Simeon with an evening tour of Hearst Castle. We might have a joint event here with the Central California Section - I can use your input!

There's no coupon to send – just show up! The Club is paying for the meeting room and gratuities. Just order & pay for what you want at the front - no reservation required.

Bill Brandt

Sacramento Section Christmas Party Friday, December 19, 2003

Our annual Christmas party will be in historic Grass Valley at the Holbrooke Hotel on the last night of the Cornish Christmas Celebration. Downtown streets are closed to vehicles to allow for street vendors, musicians and other entertainers. Early settlers to the area were hard rock miners from Cornwall, England bringing some traditions that we still enjoy. Come early as the street celebrations begin at 5:30 and dress warm as it can be quite cool at that time of year. No black tie attire required for our party.

Our actual party begins at 7:00, you may want to arrive early to browse through the hotel, originally built in 1851 and is now listed as California Registered Historical Landmark #914. The Golden Gate Saloon will captivate you as one of the longest continually operating saloons west of the Mississippi with historically appointed copper cladding and beautiful back bar.

Through the years several US Presidents together with other famous people such as Mark Twain, Bret Harte, Lotta Crabtree and Lola

Continued on page 4



President's Message

by: Bill Brandt

As some of you know, I'm a bit of a history buff. Ever wonder why things are the way they are today? All you need to know is history.

MB-USA sends me press releases and one crossed my desk that I want to pass on.

Most of you have probably never heard of Max Hoffman. If you drive a Mercedes, BMW, Porsche or VW you should know that he was responsible for bringing these marques – and making them succeed – in this country.

Since this is a Mercedes Club we'll concentrate on that aspect!

Hoffman's history occurs even before Mercedes were sold by Studebaker dealers. Prior to World War II there were only a few 100 Mercedes registered in the entire US. I think it is safe to say without Hoffman the Mercedes presence today would be far smaller in this country. Perhaps without Hoffman they would be regarded with the same curiosity as, say, Citroens.

Hoffman had a car dealership in Manhattan – on Park Avenue, to be exact.

Later he opened some dealerships in the Los Angeles area.

When most of Germany was in shambles Max saw the possibilities of the Mercedes marque in the US. This occurred about the time an American lieutenant was instrumental in getting the Daimler Benz factory back on its feet, but that is another story.

Max started importing Mercedes, and he provided valuable feedback to the factory on American tastes. Ever wonder why even today the Europeans prefer so many velour interiors while it is virtually non-existent in the US? Hoffman convinced the factory to offer leather interiors for export to the US.

While Europeans preferred dark colors Hoffman told the factory to "lighten up" and offer lighter colors for the American market.

Hoffman will probably be best remembered for the mighty 300SL. When he saw the factory racers at LeMans and Mexico in 1952, he told the factory if they would develop – and build – a "street" version of the 300SL he would personally buy 1,000 of them – with cash.

Remember this was at a time – in 1955 – when Germany was still struggling to lift herself from the rubble. Someone once made the analogy – and I believe it bears

repeating – of a 1955 Germany when the average German was struggling to put food on the table – and to see one of these mighty 300SL "Gullwings" streak down the *Autobahn* at 140 MPH – it was both a glimpse into the future and a ray of hope.

Anyway Hoffman also convinced the factory to build a more affordable sports car – the 190SL.

Hoffman's influence on Mercedes was for a few short postwar years – once a presence was established Daimler Benz had a mutually amicable separation when they were then marketed under Studebaker dealers.

While his time with Daimler-Benz was short, his influence was profound.

He was recently inducted into the Automobile Hall of Fame at Dearborn, Michigan to join other Daimler-Benz notables as Karl Benz, Gottlieb Daimler, Wilhelm Maybach and Bela Berenyi.

Our planning meeting is coming up November 15th followed by the Christmas Party December 19th. The Twings promise a gala event and then a few days later Bobbie Larson is sponsoring a Victorian Christmas event on the 21st!

Bill

Contact Information for "the Capitol STAR"

Submit articles to:
Bill Brandt
5910 Gloria Dr.
Sacramento, CA 95822
e-mail: wlb@lanset.com

For changes to articles or ads:
Chris Dudte
(775) 673-1433
e-mail: cdudte@ao.net

New article ideas:
Bill Brandt
5910 Gloria Dr.
Sacramento, CA 95822
e-mail: wlb@lanset.com

Deadline for submissions is the 20th of each month.

Deadline for changes to articles or ads is approximately the 26th of each month.

OktoberFest Report

On October 12, 2003 25 MBCA members became Bavarians for a few hours as we celebrated the Oktoberfest Sacramento Section style.

We met at the Sudwerks Privat Brauerei (private brewery) in Davis and had a tour of the facilities before commencement.

With member Kevin McKnight and his *Bruder Aus Karlsruhe* they played both traditional favorites as *He Babariba* plus a new one hitting Munich called "The Burger Dance".

We learned very quickly that it celebrated American Fast Food – how Germany has changed!

Of course, my perennial favorite, the "Chicken Dance" was played.

We had other restaurant patrons coming to the entryway of our private room to hear better. They were invited to come in and sit down. If people weren't dancing their feet were at least moving to the beat!

I had so much fun I will be shopping for *Lederhosen* next year.

Our thanks to Kevin and Gloria McKnight for organizing this event!

Bill Brandt

As your needs grow so do we.



Mercedes-Benz of Sacramento

1810 Howe Avenue, Sacramento
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Mercedes-Benz of El Dorado Hills

1000 Mercedes Lane, El Dorado Hills
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Continued from page 1

Montez were guests. If you would like to also be a guest for an overnight stay please call Eleanor (530) 273-1353 ASAP to reserve as the hotel is nearly sold out for that night, be sure to mention the Mercedes Benz Club, rates are Queen room \$95 and King room is \$105.

This year we will again be collecting gifts for the Sacramento Children's Home. A wish list will be provided together with driving and parking directions after you're reservations are confirmed. In addition we will also have a (wrapped without names) White Elephant gift exchange.

Carolyn Twing

BMWCCA & MBCA Tour to Nevada City for the Victorian Christmas

Date: 12/21/2003 (Sunday)

NEW meeting location: Brookfield's Restaurant

4345 Madison Ave Sacramento

If interested in Breakfast or Lunch prior to caravanning meet at 10 AM. If not, meet at 11 AM when we will depart from the restaurant.

If raining...activity will be canceled. This event is **FREE** - no reservation needed - just show up!

Bobbie Larson

A note from Bob Cottam

A few months ago when Bob & Alice Cottam moved to the metropolis of Kanab, UT we sent him a plaque commmerating 34 years of service to the Sacramento Section. Besides holding most of the office positions in our Section, Bob was an expert rally master who took us on many roads less travelled.

I remember the last ralley he & Alice hosted - going to Gary & Carolyn Twings magical brunch on the north shore of Lake Tahoe. Wasn't it Hwy 20 part of the way? It was a beautiful road that followed the trail of the pioneers.

Bob said he & Alice are doing fine in Kanab but they miss our activities!

CHRISTMAS PARTY FRIDAY, DECEMBER 19, 2003

Names _____ Phone _____ No Attending _____

\$25.00/per person Amount Enclosed _____

Entree choices:

Grilled Salmon with Beurre Blanc sauce _____

Chicken stuffed with apple pecan dressing & cider sauce _____

Roast Prime Rib of Beef with au jus _____

Rare _____ Medium _____ Well done _____

Pasta: Chefs choice vegetarian _____

Desert: choose one

Warm chocolate lava cake (yum!) _____

Desert tray, your choice (1 item) _____

Dinners include salad, vegetable, potatoes or pasta, bread, coffee or tea.

All this for only **\$25. per person** including wine, desert, tax and tip.

Note: *This modest price is only possible with our section's subsidy!*

Please make your checks payable to; **MBCA Sacramento Section and send to;**

Carolyn Twing, 14615 Quaker Hill Rd., Nevada City, CA 95959

Any questions call **Carolyn @ (530) 265-4079 after November 24.** Reserve now as reservation deadline is DECEMBER 10 and will be limited to the first 100 people.



Oktoberfest 2003
at
the Sudwerks!



Welcome New Members

Order your MBCA name badge for \$7 at the club store in the Star Magazine

Mercedes-Benz Club of America

Sacramento Section Officers • 2003

President Bill Brandt (916) 399-1736
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MBCA Western Region

Regional Director Richard Simonds (650) 592-7613

Join MBCA

To join the Mercedes-Benz Club of America, call the MBCA National Business Office at (800) 637-2360 and use your VISA or MasterCard. Membership dues are \$45 annually. The dues include six issues of "The STAR" each year, plus your local section's newsletter (like this one). To pay by mail, make your check payable to MBCA, and mail it along with your name, spouse's name, address and telephone numbers and occupations to:

Mercedes-Benz Club of America, Inc.

**National Business Office
1907 Lelaray Street
Colorado Springs, CO 80909**

Or, ask a member for an application. You can also join by visiting MBCA on the Web:

<http://www.mbca.org>

Also, check out our local web site:

<http://www.mbca.org/sacramento>

Moving?

You must contact MBCA National at the above address or phone number. *The address list comes to us monthly from National. We cannot make changes locally.*

Please Note:

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Mercedes Mart

This column is the Sacramento Section's want ads. The vehicles must be Mercedes. Mercedes accessories are also accepted. The ads will be printed for 3 months, at which time the seller must renew them. Cost for Sacramento Section members is free – Free space will also be given to MBCA members of other Sections on a space available basis. Non-members can advertise here for \$30 for 3 months. If you are a non-member, you may wish to join MBCA since you can also advertise in our national magazine *The Star* at no charge. We have a circulation of 450 members. Send a copy of your ad, including your name and phone number, to Bill Brandt, 5910 Gloria Drive, Sacramento CA or email wlb@lanset.com.

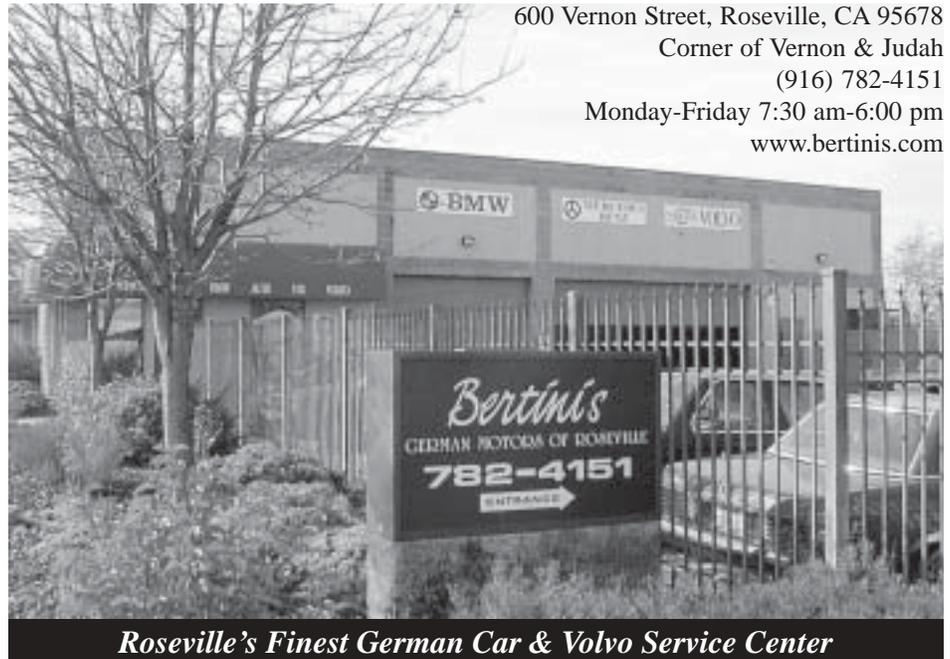


1988 560SL, Hardtop and recent softtop. Used daily and runs well. \$12,500
Ask for David at
687-6102.



1969 300SEL 6.3 – a model known for its speed and ride. A classic corn-yellow with only 95,000 original miles. Have records and books. Need upholstery). A 2 owner car – we've had it nearly 30 years. Asking **\$8,500 OBO.**

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1999 E320 4 door silver with gray leather interior, new tires, 41,000 miles. Excellent condition, Calif car always garaged. One owner, always maintained by Mercedes Benz in Rocklin. **\$28,000.00.** Call member **Bob Rippentrop**— great car—

(916) 797-1076



1994 E-320 Spruce Green / Parchment leather interior Only 90K miles, California car. All records. Beautiful car.

\$12,000.

916-933-1402 Andy



1972 350SL Silver Ext, black int, both tops, Euro bumpers smog exempt. Ex cond \$8500.00 **Dee Diedrich (916) 652-4484**



1999 E430 Brilliant Silver 77,000 miles. Every option except GPS. Custom made front sheepskin seat covers. Sunroof. Always garaged. Excellent condition.

\$28,000

(916) 481-6910



1983 240D 2nd owner, maintained by my SAE-member husband. 313,000 miles, engine still tight. 4 speed manual, a/c, electric sunroof and Alpine radio. This car is a solid 7 or 8/10.

\$2,495

(916) 422-4923

the capitol

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