

THE GATSBY ROLLS
1928 Rolls-Royce

S304KP

40/50HP PHANTOM I ASCOT DUAL COWL SPORT PHAETON



TO BE AUCTIONED ON
www.classicpromenade.com

OCTOBER 12 – OCTOBER 25, 2020

PRE-SALE ESTIMATE IS \$1.5-2 MILLION

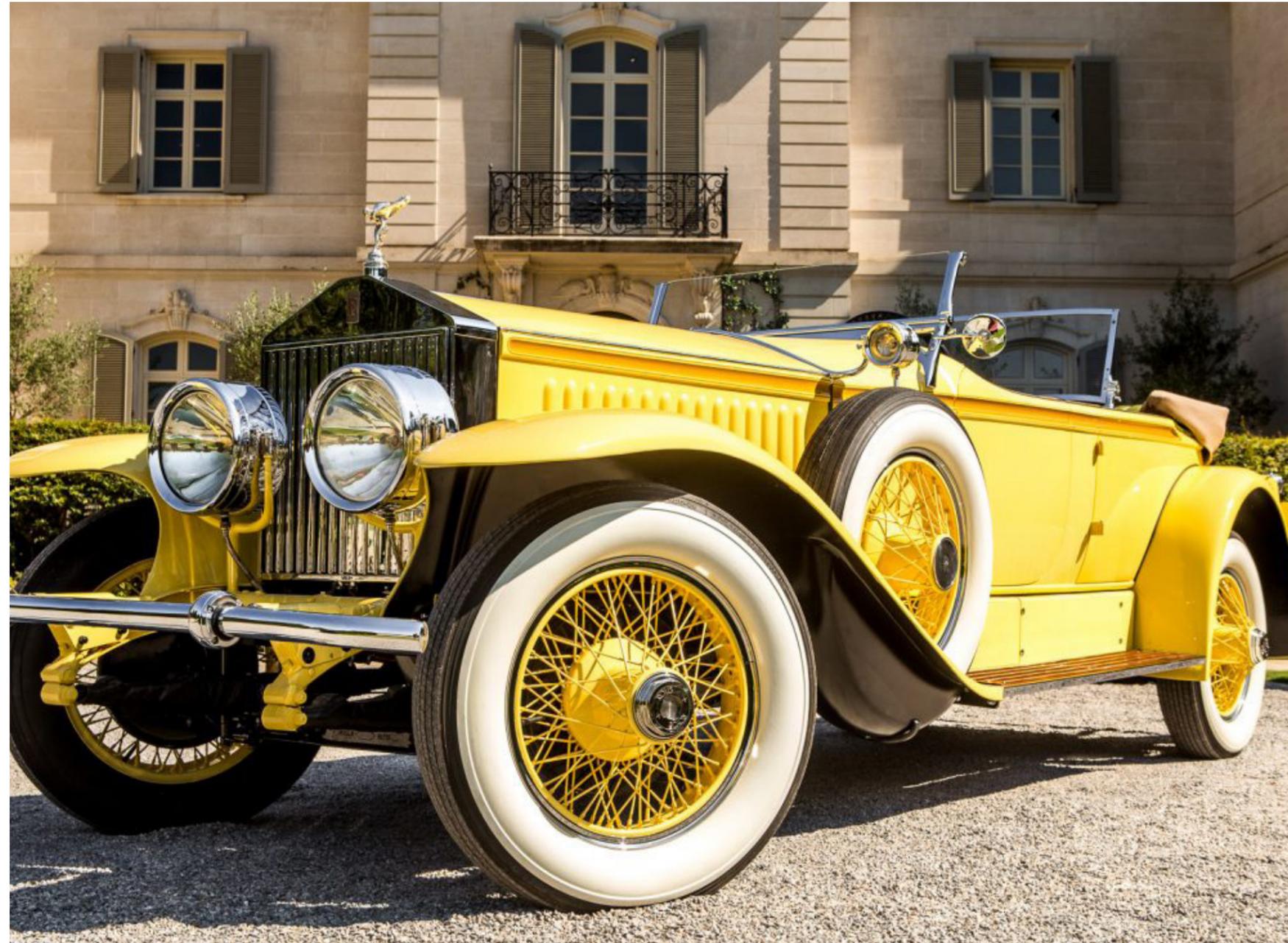


OWN A PIECE OF Hollywood History

Classic car enthusiasts with a penchant for movie memorabilia, this one's for you.

Known primarily as the car driven by Robert Redford in 1974's *The Great Gatsby*, a film adaptation of F. Scott Fitzgerald's best-selling novel of the same name, this Rolls-Royce Phantom I Ascot embodies the glitz and glamour of upscale New York City during the 1920s. The vehicle sports a creamy yellow exterior and a retro green leather interior, an aesthetic it was given specifically for its role as the Gatsby Rolls-Royce and one that's further complemented with striking chrome accents, polished wood dashboard, and tan convertible canvas top.

Today, this vintage beauty remains in pristine condition, thanks to a \$1.2 million total investment in the purchase and ground-up restoration. From its canary-hued wheel spokes to the double-R logos that dot surfaces both inside and out, no detail has been overlooked. We promise if you loved this Rolls-Royce on the silver screen, you'll love it even more in-person.



AS SEEN IN: THE GREAT GATSBY (1974 Film) / NEWSWEEK
(February 4, 1974 Issue) / GQ (March 1974 Issue) / MOTOR TREND
(April 1974 Issue) / VOGUE



*It was a rich cream color,
bright with nickel, swollen here
and there in its monstrous length
with triumphant hat-boxes and
supper-boxes and tool-boxes...*

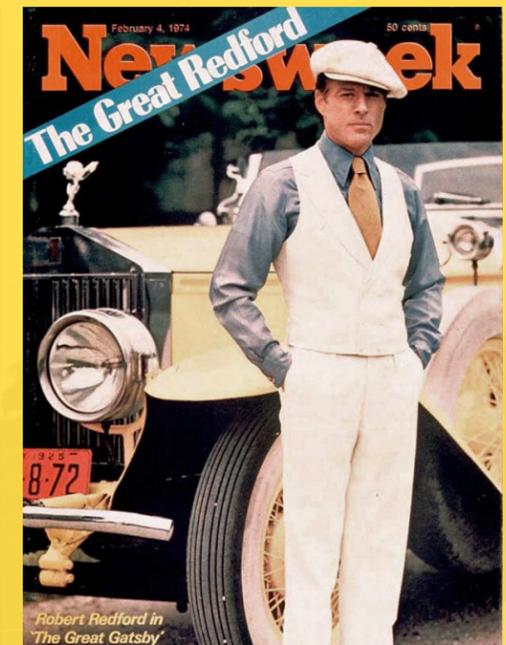
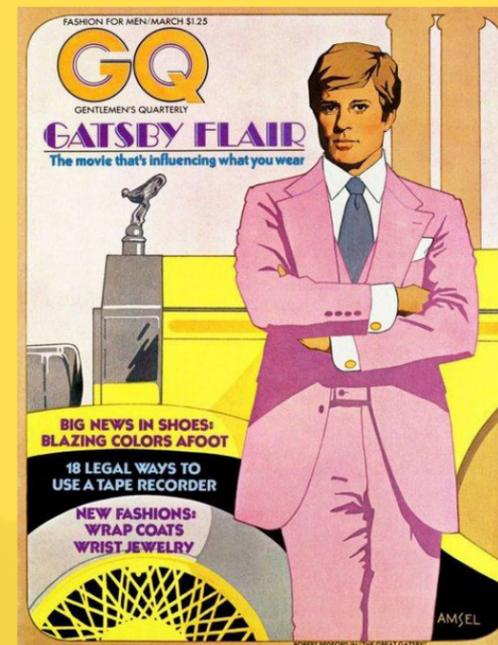
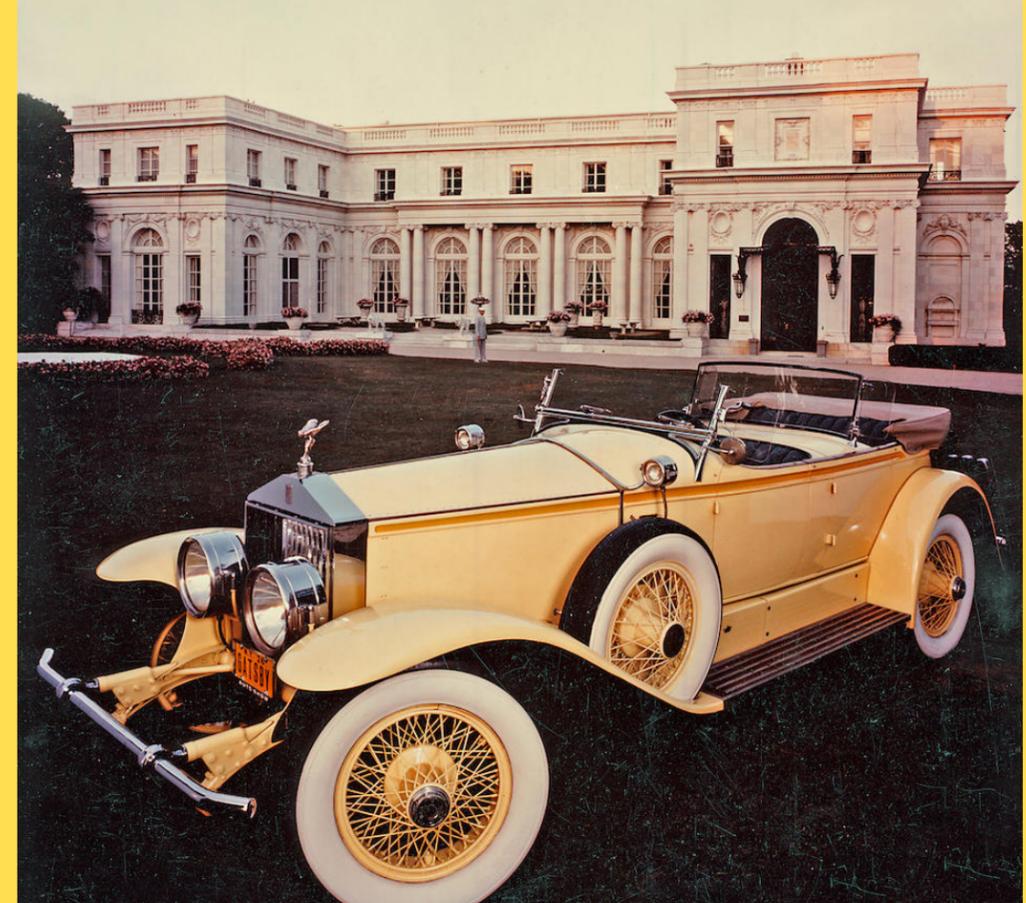
*Sitting down behind many layers
of glass in a sort of green
leather conservatory and terraced
with a labyrinth of wind-shields
that mirrored a dozen suns.*

THE GREAT GATSBY

BY F. SCOTT FITZGERALD

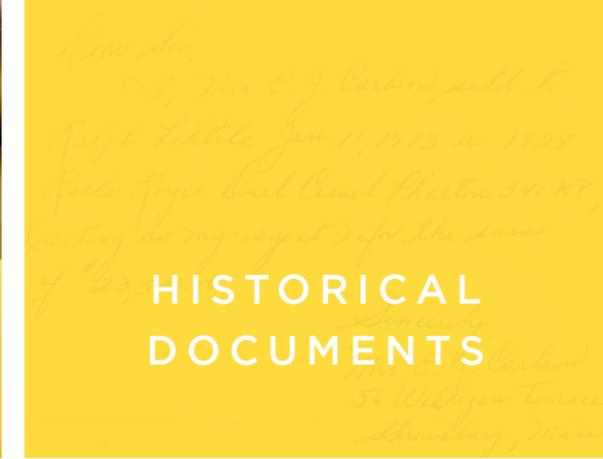
Top: Actor Robert Redford poses with the car for promotional photography for *The Great Gatsby*.

Bottom: Former owner Ted Leonard (left) teaches Redford (right) how to drive the 1928 Rolls-Royce.



IMPORTANT Years

1928	S304KP is built in Springfield, MA
1929	First owner of S304KP is listed as Mildred Loring Logan of New York City in early 1929 / Second owner is listed as American Tobacco Company president, George Washington Hill, in late 1929
1932	New owner / Records show the Ascot Phaeton, body no. B7180, was originally mounted new on a used Phantom I chassis, no. S240RM.
1945 (Circa)	New owner is listed as Bruce H. Beal from Connecticut / Ascot body was moved to the present chassis, no. S304KP.
1964	S304KP is acquired by Ralph Lehtola
1965	Featured in VMCCA <i>Bulb Horn</i> and the RROC
1973	Purchased by Ted Leonard, a car dealer from Massachusetts, who would later teach actor Robert Redford how to drive it in <i>The Great Gatsby</i>
1974	Appeared on the silver screen as Jay Gatsby's car in <i>The Great Gatsby</i> / Featured on the covers of <i>Newsweek</i> and <i>GQ</i>
2009	Sold at auction to John O'Quinn, a lawyer and collector from Houston, TX. O'Quinn dies three months later.
2011	Undergoes ground up restoration / Donated to The Chamberlain Foundation
2020	Featured in <i>Detroit Free Press</i> article (Read it here.)



240-RM
OWNER 22406
HOME ADDRESS 465 Park Ave.
BUSINESS ADDRESS
BODY STYLE ASCOT
DATE DELIVERED 6/1/32

Gallop, H. M.
CHASSIS NO.
CITY NYC
CITY
BUILDER B-7180
SOLD BY CBendixen

body - new
chassis formerly McSweeney - 10/1/27
ATLANTIC CITY, NJ (over)

Mill, George Washington
OWNER
HOME ADDRESS Metropolitan Club - 5th Avenue & 60th St
BUSINESS ADDRESS 111 Fifth Avenue
BODY STYLE Touring Brougham

B. 304-KP
CHASSIS NO.
CITY New York
CITY New York
BUILDER B-5060 ✓
SOLD BY G.W. Willmore

DATE DELIVERED 11-16-29
formerly Mildred Loring Logan
1/23/29

RRA 320 1M-9-29



Massachusetts Registry of Motor Vehicles
100 Nashua St., Boston, Mass. 02114
MOTOR VEHICLE REGISTRATION CERTIFICATE

REG. NO. Antique 0

Year 1928 Make Rolls Type Touring Sedan
Vehicle Identification No. 5304KP Vehicle Color Brown & Tan
Registrant's Operator's Lic. No. 130382B

Name Ralph L. Lehtola
Street 942 Plymouth Street
City Bridgewater, Mass.
Zip Code

REG. NO. Antique 0
Date MAR 31 1955



Proceeds of This Auction Benefit The Chamberlain Foundation

The Gatsby Rolls is offered for sale by The Chamberlain Foundation. The purchase of the Gatsby Rolls may have certain tax advantages which may be available for certain buyers. Consult your tax advisor for details.

ABOUT THE CHAMBERLAIN FOUNDATION

OUR PASSION

As is true in many U.S. manufacturing and machining sectors, the restoration and preservation industries lack skilled workers willing or able to invest the time or money or other elements required to develop the suite of talents and experience needed. There are numerous long-term employment options that are present and attractive to those capable of engaging in the industry.

OUR MISSION STATEMENT

Starting a career as a vintage car restorer means that you are making your own path in an industry that will offer you a great deal of job security, and you will also have access to more rare opportunities than a typical automobile technician. By focusing on historically relevant and antique vehicles and vessels, we manage to marry a willing workforce audience, with the purpose that is both needed and very highly sought after by those who possess the assets. This intersection is exactly what we at The Chamberlain Foundation seek to refine our programs to support, nurture and grow.

The Chamberlain Foundation is registered as a 501(c)(3) public charity with its mission to give back to the organizations and communities that have shaped and enriched our lives.



13023 N. Cave Creek Rd.
Phoenix, AZ 85022
www.classicpromenade.com



@classicpromenade

FOR MORE INFORMATION

Harry Clark
harry@classicpromenade.com
+1.602.245.7200
