



PRESIDENT'S THOUGHTS

Steve Ross

Well, here we are in March moving into our third event of the year and the young lady (I couldn't find a Packard with a lady on the hood) on the Chevy playing the role of a hood ornament is pointing the way to fun and excitement. If you have not signed up for the Borrego Springs weekend now would be a good time to do that. Our brethren outside SoCal continue to enjoy winter but not their cars. We are so lucky. I guess one disadvantage for us driving our cars all the time is we wear them out faster plus all the maintenance associated with driving

such as oil changes, lubrication, tire rotation etc. Crap! Maybe we are better off just to park 'em for the winter, NOT.

After reading Richard's Selected Shorts, I wish I didn't know the ending.

We do have some fun "stuff" coming up such as the La Jolla Concours. This is a major cause for our club and our hopes are to generate more interest in our hobby, passion or obsession, pick one or all. But, the best part is you will be compensated one half the registration fee when you arrive on the field. It is like having a Pebble beach in your backyard. I encourage you to not shy away because of the fancy French name Concours. Remember the Yellow Peril has been in this show many times so there is nothing you can do that has not already been done. The point is, hose the ol' gal off and bring her to the show. I am referring to your Packard, you d---ass. In May, guess what? You get to drive your Packard again! Marjo is leading us on a tour of the Veterans' Home in Chula Vista on Armed Forces Day. Now what could be more appropriate than that? Us ol' guys really like to see our old Kings and Queens on the road.

The Lincoln Highway tour is drawing closer to start time and there are a few openings left I am told. This is truly a wonderful exciting and even educational journey through many historical spots in our nation's history. Who knows, maybe history will be made on this trip. The first Packard to drive across these United States was in 1903. Who knows the name of the first automobile to drive across the US of A and the year it was achieved?

In this issue we bid farewell to one of our Club's founding members, Mr. Joe Whitaker, USN Retired. Joe was a Packard man to the core and he liked nothing better than driving his Packard. One of Joe's Packards, and his favorite, is still in the club and driven extensively by Brian Wagner. Brian has written a very nice tribute to Joe in this issue of the Predictor. We wish Joe fair winds and a following sea.

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THE ANNUAL PACKARDS INTERNATIONAL MEMBERSHIP MEET

The fun began Friday morning February 13 with a tour of the Joe Conzonire Automobile Collection. Joe has a very nice collection of brass era cars and early 1950's White and Peterbilt trucks. The star of the show was a 1903 Packard Model F.

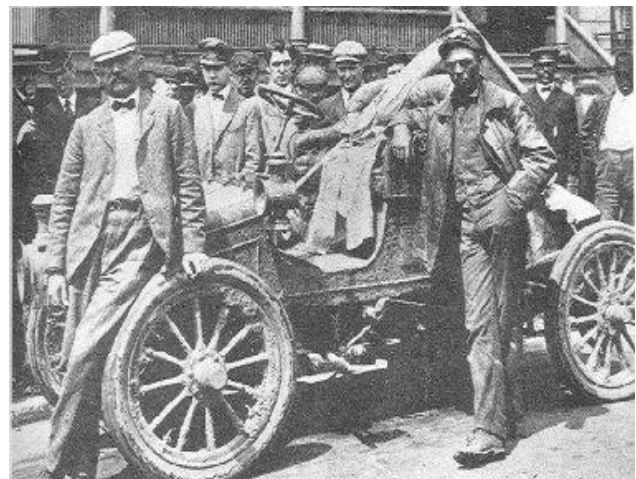


An exact copy of the Old Pacific is in the Packard Museum in Warren, Ohio. The Story of the journey was documented by Marcus Krarup a writer for Automobile Magazine who rode with Fetch on the long arduous trek across the desert of Nevada and beyond. Tom Fetch kept a journal of the trip as well as numerous photos.

The model F was the beginning of Packard advancements and this was the model that Tom Fetch drove across the United States from San Francisco to New York in 1903 and was dubbed "The Old Pacific". The original "Old Pacific" is in the Henry Ford Museum.



Old Pacific arriving in Carson City Nevada on June 24, 1903



Arriving in New York in late August 1903

The Packard made the trip with no major breakdowns. Getting fuel was one of the major obstacles.



This is an advertisement for the Packard Model F describing the virtues and qualities of the Model. It won many awards according to the ad.

From the Conzonire collection we went to the garage of Aaron Weiss where we were treated to large collection of Packard, Cadillac, and Rolls Royce Automobiles. Aaron also has a few Marmons, Auburns and Mercedes-Benz. He presently has a Duesenberg in restoration. Aaron has large trophy cases filled with awards from every major concours in the U.S. Nearly all of his American made automobiles are from the mid-1930's era which many collectors consider the high watermark of design and elegance.



The Aaron Weiss Packard Collection

Bright and early Saturday morning Packards began to arrive for the "Big Show". It was a cool, sunny morning and there were coffee, water and an assortment of pastries for the Packard drivers and show staff. The cars were expertly parked and prepared for the arrival of the judges. The judging team arrived on scene carrying their clip boards, score sheets and sporting a stern all-business look. I swear "Buttercup" gave an expression of "Yipes, I am glad I am not being judged", whereas the Yellow peril would have said "I don't need no stinkin' judges". Our San Diego Region had four Packards on the field and two were judged. Many of the San Diego Region Packards at the meet are already **Circle of Champions** winners, save one and it is just in a circle. It takes a really nice Packard to get in the **Circle of Champions**.



Steve Halluska and his freshly restored 1941 Packard 110 Convertible. Steve is a brand-new member and this is the first event for him. Steve was awarded second place in the pre-war Junior Open with 204.5 points. Congratulations, Steve!



Miss Daisy patiently awaits her Master, Mr. Mark, to return from photographing every Packard in the show for the slide presentation during the awards ceremonies.





**Best of Show Pre War – 238.25 points - 1948 2232-2279 2 door Convertible
Ed & Judy Thompson, Indian Wells, CA**



**Best of Show Pre-War – 246.50 points - 1929 645 Convertible Sedan
Mike Harrah, Santa Ana, CA**



Our own San Diego Region: Tom O'Hara's 1934 Beauty took third place in the pre-war Senior Open Class with 233.75 points. Congratulations, Tom!



Above is what we call a "Specialty Car". It is a custom made vehicle powered by a WWII Packard Twelve Marine Engine which was used in the U.S Navy's famous PT-Boats. This engine produces over 1500 horse power



Art and Linda Wesselman's 1941 Woodie. Art and Linda are new members of our region. Many of us know Art from his assistance at Cruisin' Grand every year. Welcome aboard Art and Linda.



An anonymous Packard at the meet. Only 100 points away from the Circle of Champions.

A FAREWELL TO JOE

Brian Wagner

The San Diego Region of Packards International mourns the passing of Founding Member, Joe Whitaker. Joe passed away at his home in San Diego on November 3. He was 85 years old.

Joe was born March 5, 1929 in Texarkana, Texas. He joined the United States Navy when he was 16 years old and saw duty on submarines during his nineteen year naval career. He was married to his wife Pauline for 67 years. We extend our condolences and sympathy to her.

In his own words, Joe once recounted the genesis of our local club: "Steve Cullen had a 1936 Packard and I was driving my Packard around here in San Diego and he came up side of me and hollered and asked me if I wanted to start a club. So that is how it got started here in San Diego."

"I went on as many tours as I could. My wife Pauline and I were working, but we always took our vacations to coincide with the National Tours. The fun of owning old cars for me was working on them and driving them. It was more important that they were mechanically sound. That is where I always put my money. It seemed like on our tours that the cars that were all shiny and good looking were the ones that had mechanical problems. We never broke down on any of the tours. The longest was a 3,100 mile tour we took to San Antonio and drove all around Texas."

"My first Packard was a 1936 V-12 Coupe Roadster that I had in Texas before I came to California. I ended up owning five different Packards – the '36 Coupe, a '48 Custom Eight, a '56 Executive 300, a '54 Clipper and a '40 120 which was my favorite. I ended up owning that one for thirty-six years. I always liked the style of the '40, and it just drove so well and cruised along easy."

Joe was a quiet and dignified man. We would not be celebrating the fortieth anniversary of the San Diego Region this year if it were not for people like Joe who were dedicated to our marque and what Packard stood for: integrity, confidence, pride and quality. Like the car, like the man.



Joe getting ready for a show.



Accepting his award as Pauline looks on.



Joe and Pauline

OUR NEXT OVERNIGHT EVENT OF THE YEAR



Yes, you read that correctly. The San Diego Region has voted to join the Mercedes-Benz Club of America in March 2015 for a fun filled weekend of driving your Packard, socializing, dining and having fun.

When: March 20-22, 2015

Where: Borrego Springs Resort and Spa, Borrego Springs, CA

Cost :\$313 per couple or \$276 for a single

Suitable trophies will awarded befitting the Packard Marque for those who excel in the graded events.

What you get: Two nights in a deluxe room, plated dinner and loads of Packard fun!

Schedule of events include: No-host cocktail party Friday night, Saturday morning a gymkhana and at high noon, a rallye through the Anza-Borrego Blooming Desert, where you will see prehistoric life sized dinosaurs and other animals. Saturday evening an awards banquet where exquisite awards will be presented to the winning rallye teams and individuals excelling in the gymkhana. I know some may be asking: What is a gymkhana?. It is pretty simple and easy the way we do it. You weave your way through a series of cones, park the Packard and then come back and stop at a cone. Those who do this the best and fastest win a prize. The rallye is a drive through the "bloomin desert" of Anza-Borrego and yes, the flowers should be in full bloom then. If you choose not to run for the prize you may just use the rallye as a tour.

Below is the gymkhana being run by the Mercedes-Benz folk. The cones will be spaced to accommodate our more generously proportioned Packards.



Menu choices: Top sirloin, with sweet onion and mushroom wine sauce, mashed potatoes and veggies du jour
OR

Cuban Style Roasted Pork with steamed rice, black beans, fried plantations with mojo sauce

OR

Red Snapper topped with tangy Veracruz Sauce, basmati rice and veggies du jour

Name(s):_____ . Automobile: _____

Number in party:_____ . Amount enclosed:_____

Menu: Top Sirloin_____ . Cuban Style Roasted Pork._____. Red Snapper Vera Cruz _____

Send check made out to MBCA San Diego Section to: Steve Ross. 16151 Fruitvale Road, Valley Center ,CA 92082. Reservations required by March 5, 2014 . More info? Call Steve Ross 619-508-3925 or inewsx@sbcglobal.net.

LA JOLLA CONCOURS d'ELEGANCE

Sunday, April 12, 2015 - 9:00 AM



The La Jolla Concours is becoming one of the premier car shows in Southern CA and is in our own backyard. Some of our members have shown their cars here in the past and have done rather well. Your Board of Directors has commented on numerous occasions about the number of very nice Packards we have in our region. After much discussion, the board reached the conclusion that we should have these great Packards displayed at a prestigious car show such as La Jolla. La Jolla is very close and most of us can drive our Packards to

the show. The board further resolved that it was just too great of an opportunity for us to show our Packards to the rest of the world. The board voted on and approved the following for the next La Jolla Concours d'Elegance in April 2015.

Any San Diego Region member who enters their Packard and is accepted for the Concours will be reimbursed for one half the registration fee. **This offer applies to only one Packard per member and the owner will be paid half of the registration fee on the field the day of the Concours.** This registration fee this year is \$175.00. So for only \$87.50 you will receive 2 tickets to the reception Saturday evening. This is a very nice reception and food and drinks are free. On the day of the show you will have two tickets to the VIP luncheon where again all and food and drinks are free. Two chairs are provided by the Concours for your convenience. You may not use your own chairs

- Packards eligible for entrance, any Packard produced from 1899 to 1948.
- You may enter to be judged or for display only. Getting your car judged is recommended. One just never knows when they will win an award.

Go to the website <https://www.lajollaconcours.com/> for more information on this event

The club is going to ask the Concours organizers if we may enter as a group and be parked together as a club.

If you think this is an event you would like to be a part of, please contact Steve Ross at 619-508-3925, inewsx@sbcglobl.net or 16151 Fruitvale Road, Valley Center, CA 92802. We are working on the logistics of this show NOW.

2015 Armed Forces Day The San Diego Region of PI Needs You!!!



Saturday, May 16, 2015

10:30am-2:00pm

**Veteran's Home of California- Chula Vista
700 East Naples Court
Chula Vista, CA**

Come bring your car and cheer our veterans living at the VA Home on the occasion of their Founders Day, Armed Forces Day, May 16th. There will be more than 1,000 in attendance and reserved parking for our cars will add to the day's cheer. Limited to first 10 cars that sign up by May 1, 2015.

RSVP: Marjo Dyer miller.marjo@gmail.com 619.226.2747

Complete the information below and send to Marjo along with the insurance waiver so that you may participate.

Name:

Car- Make, Model Year:

Selected Shorts
(a continuing article including short stories and articles from our members)
By Richard Schauer

Did you enjoy part one of the Automobile Quarterly first year reproduction featuring the Packard Motor Car Company? Well, following is part two. Sorry to keep everyone in suspense, but this will continue for one more month. Enjoy!

Packard automobiles really moved into the powerhouse class with the advent in the company of Jesse Vincent, an engine-design genius who left school after the eighth grade to learn engineering in shops and by mail from the International Correspondence School.

At a New Year's Eve party in Detroit saluting 1915, a pretty girl looked at Vincent and said alcoholically: "You are going to have twins. I can see it in your eyes." The next day, despite the holiday, he laid out the Packard Twin Six, America's first 12-cylinder automobile. It had fittings so elaborate that hand towels were included for cleaning up after tire changes.

Appearing when few cars had more than four cylinders, the new machine was a sensation. Police had to keep crowds in line when it was first exhibited. President Joy, a touring enthusiast and first president of the Lincoln Highway Association, piloted a Twin Six over that then-unpaved roadway to the Panama-Pacific Exposition in 1915. Twin Six popularity sent Packard production to 10,000 cars a year for the first time in 1916.

When Oklahoma oil made the Osage Indians wealthy, many chiefs bought Twin Sixes. One brave paid \$7,000 cash for a custom model and an hour later, from a town 65 miles away, telephoned that he had smashed it and wanted another rushed to him. Another Osage, finding all the cars gone from the Tulsa showroom, drove happily home with his family in a plumed white Packard hearse. Morticians, incidentally, bought a lot of Packard hearses. Even Henry Ford was carried to his grave in one of them.

The Twin Six also won fame in the air and on the water. A special engine of the aircraft type carried Ralph DePalma to a world speed record of 149.87 mph in a racing car. In a dramatic three-day and three-night

conference in Washington, Vincent and another expert evolved from this Twin Six engine the famous Liberty Motor of World War I.

With peace prevailing again, Vincent adapted his engine to motorboats and piloted one to victory himself in the 1922 Gold Cup race. His Packard motors won ten of thirteen later Gold Cup races and carried Gar Wood to a world water record of 124.91 mph in a Harmsworth event. The Twin Six gave way to more efficient eight-cylinder models in 1923 but it was revised in 1933 and a few were made as late as 1939 for customers like the late King Gustaf V of Sweden. But not many could afford such luxury in the depression and many of those who could did not think it proper to do so.

Packard and Pierce-Arrow battled fiercely to have their cars used at the White House where the horseless carriage had been introduced appropriately by President William Howard Taft with a White Steamer. Pierce-Arrow sent the most capable of its employees to care for the executive cars but in the 1913 inaugural parade the only automobiles were six Packards carrying police and Secret Service men. The first President to motor to his inauguration was Warren G. Harding in a Packard Twin Six. The last touring car made by Packard was a special job with bulletproof glass and armor plate for President Franklin D. Roosevelt. He entertained the King and Queen of England in this car and it is now in the Belcourt Museum at Newport, Rhode Island.

Some Packards were armored after they left the factory. The United Automobile Workers Union paid \$12,000 for such a sedan for Walter Reuther, their president, after he narrowly escaped death in an assassination attempt. General Chiang Kai-Shek of China had an armored Packard. The late Al Capone also had one, as did General Juan

Vincente Gomez of Venezuela. Most elaborate of these cars was a \$35,000 armored limousine lined with inlaid wood for Chang Tso-Lin, warlord of Manchuria.

Packards were quick to gain a reputation abroad. Melvin A. Hall, later an Army Air Force officer, drove his mother around the world in a Packard in 18 months beginning in 1911. Another Packard called "El Toro" was one of the first cars driven across the interior of Cuba. A banker drove one over the Andes and photographed it in front of the statue of Christ on the Argentine-Chilean border. General Augusto Sandino eluded U. S. Marines in the jungles of Nicaragua and arrived in Mexico in a Packard.

A Chinese in the Dutch East Indies bought a Packard to drive once a year to the grave of his grandfather. An Indian Maharani sent her pink bedroom slipper to Detroit and ordered a custom car with upholstery to match. An Indian Rajah once bought a limousine with amber glass permitting occupants to see out but preventing those outside from seeing in.

In the absence of the Tokyo dealer, mechanics went joy riding in the first Twin Six to arrive in Japan. The machine landed in the moat of the Imperial Palace and the mechanics were fined for "disturbing the royal goldfish."

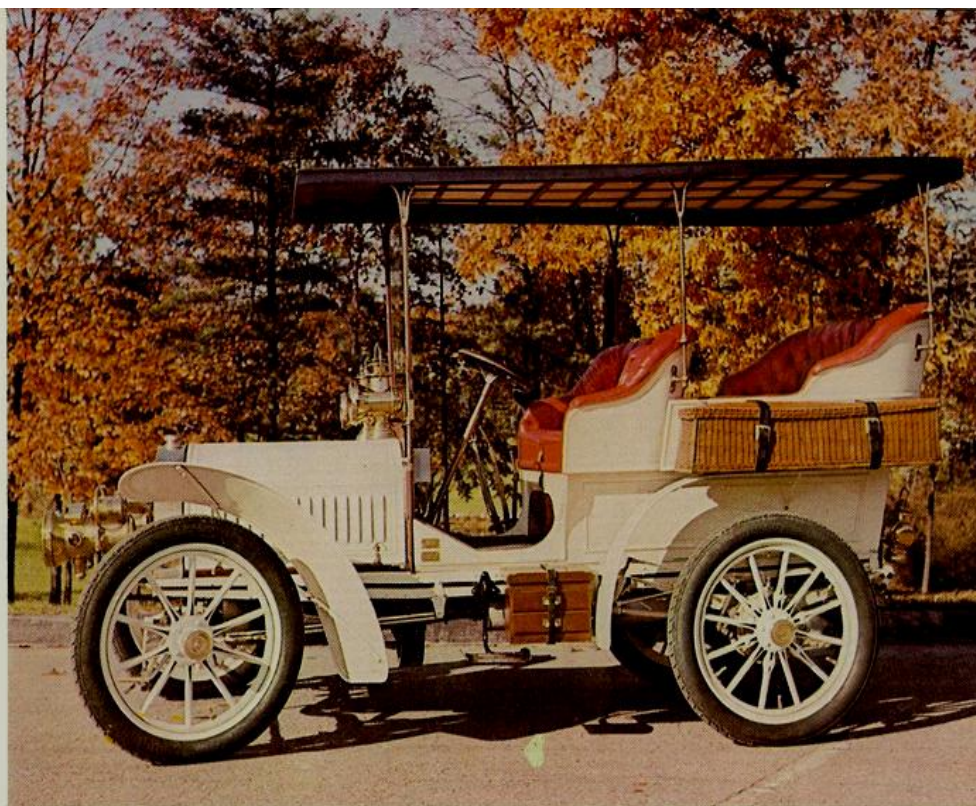
King Alfonso of Spain was a Packard owner. King Alexander of Yugoslavia owned 48 Packards and had them equipped with gun holsters, radiator ornaments in the shape of his crown, and flickering green and white lights for clearing traffic. The Belgian royal house owned many Packards. Queen Astrid was killed in one when King Leopold, who was driving, took his eyes from the Swiss highway they were following to look at a map in her lap. Prince Eugene de Ligne of Belgium drove another across the Sahara Desert.

A very rare 1904 Model L Touring from the collection of Richard Teague, former stylist of Packard and presently Director of Automotive Styling for American Motors Corporation. In 1904 the company had been moved from Warren, Ohio to Detroit and was producing over two hundred cars a year. Original price of the Model L was \$3,500. This four-cylinder model was designed by Charles Schmidt, creator of the famous Packard "Gray Wolf."

Russians have been fascinated by Packards. Czar Nicholas owned a Twin Six on which the front wheels were replaced by skis for snow travel. His brother, Grand Duke Michael, also had a Packard in which he attempted to escape during the Revolution. He was murdered but his Twin Six survived and later won a Soviet road race from Leningrad to Moscow. As a result of this test, Russia imported many Packards for Stalin and other leaders. Early models of the Russian Zis were almost identical copies of the 1940 Packard.

The careers of three chief executives, Alvan Macauley, George T. Christopher and Hugh J. Ferry, span the Packard story from the days of Henry B. Joy to the end. Macauley, who had studied both engineering and law, came to Packard as general manager in 1910 after experience with National Cash Register and Burroughs. When bankers the next year lured 15 Packard men to Buffalo in a vain attempt to save the E. R. Thomas Motor Car Co., that firm proudly advertised that they had come from "the greatest motor car organization in the world." Macauley became vice president in 1913.

Charles W. Nash and James J. Storrow, who had just left General Motors, attempted with the backing of Lee, Higginson & Company, to buy the Packard company in 1916. The deal fell through. Nash and his backers instead paid \$5,000,000 for the Thomas B. Jeffery Company of Kenosha, Wis., and renamed it the Nash Motors Company. Joy was so angry with some of his associates for voting against the merger that he resigned, sold his stock and drove up and down in front of the Packard plant in a Cadillac



honking the horn. Macauley then became president.

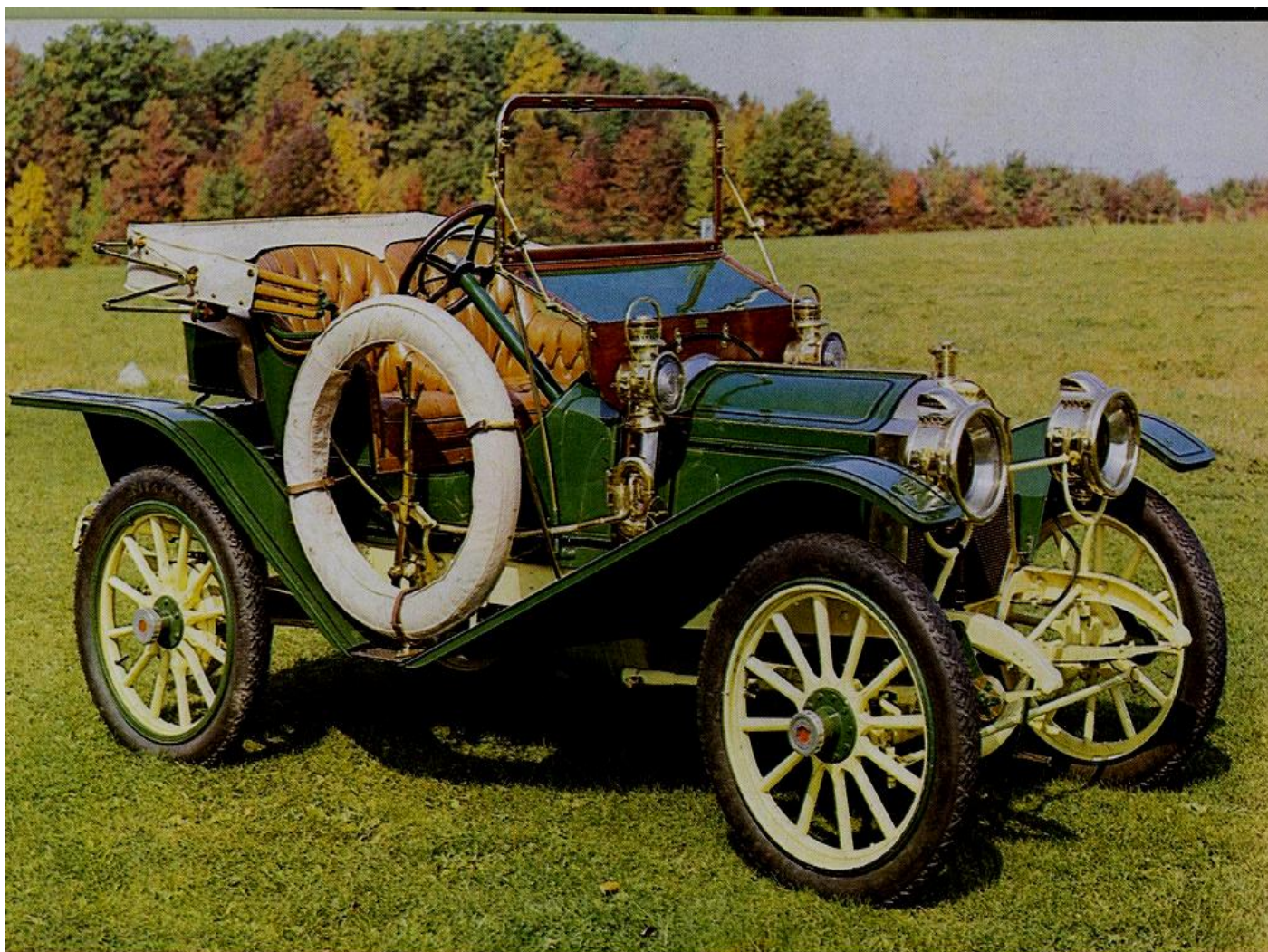
Macauley preserved the ideal of Packard as "a gentleman's car, built by gentlemen." He himself was often referred to as "the only gentleman in the automobile business." He concerned himself with the taste of the design and with everything else connected with the company. He read every word of every Packard advertisement before it appeared. He served for 17 years as president of the Automobile Manufacturers Association and during World War II was president of the Automotive Council for War Production. He was a strong influence in Packard affairs

until his retirement as Chairman in 1948.

George Christopher, a coal miner's son who had a successful career in manufacturing at General Motors, came out of retirement in 1934 to join Packard as vice president in charge of manufacturing. He produced the low-priced "120" and guided Packard's World War II production. He was president from 1942 until the end of 1949.

Hugh Ferry joined the company in 1910 as a payroll clerk, became assistant treasurer in 1919, then treasurer, vice president, and succeeded Christopher as president. In the depression, Ferry was chairman of a commit-

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tee of industrialists who did a heroic job untangling affairs of the closed Detroit banks so that small depositors received their money promptly and all eventually were paid in full. Ferry's acumen was credited with bringing Packard through World War II as one of the two publicly-owned automobile companies without bank loans or funded indebtedness.

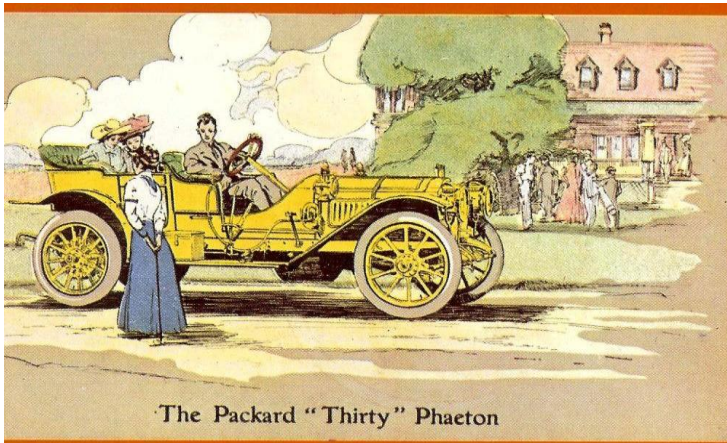
World War II was Packard's finest hour. In 1938, the Navy appealed for a new patrol torpedo boat engine. Colonel Vincent answered with another powerful 12-cylinder

design. These powered all PT boats and made possible the rescue of General MacArthur and President Quezon from the Philippines.

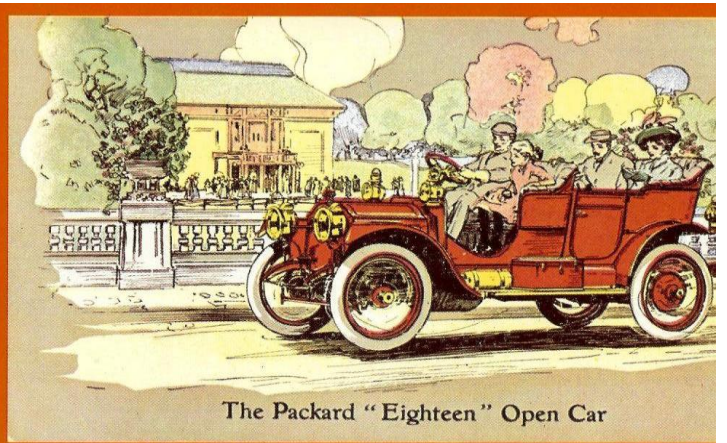
When Henry Ford first accepted and then declined a contract to make the 14,000-part Rolls-Royce Merlin aircraft engine, Packard undertook the job in 1940. The contract worked out by Henry E. Bodman, Packard counsel, with the Defense Plant Corporation became the pattern for all war industry.

A PAIR OF MODEL "18" PACKARDS. The "18" was similar in design to the famous "30" except for size. It was a smaller version all around with a wider selection of bodies. Shown here are two superbly restored Packards: left, a 1909 National AACA First Prize Winner restored by Joseph McNutt who also restored the two Thompson Packards. The Runabout is owned by W. P. Snyder III.

The elegant 1910 Packard "18" Limousine is an outstanding example of the craftsmanship of another famous restorer, Leonard Davis.



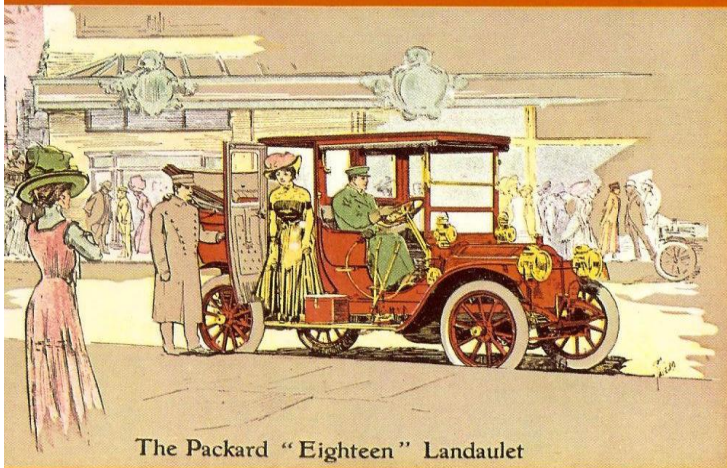
The Packard "Thirty" Phaeton



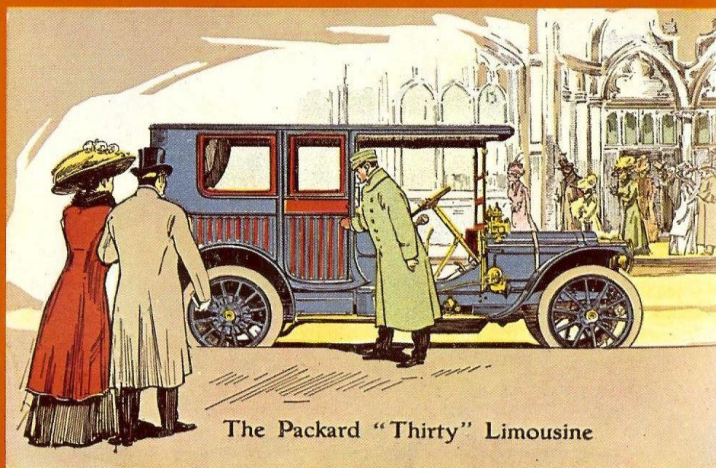
The Packard "Eighteen" Open Car

A pioneer in many directions, Packard was one of the first automobile manufacturers to explore the promotional possibilities of the postcard. Like the trade card which was pressed into commercial service by every type of advertiser in the early nineties, the postcard offered unique graphic opportunities to

the rapidly rising, sales-minded automotive industry in the first decade of the twentieth century. Starting as an adjunct to the tourist and souvenir trade, the humble card which could at the time be mailed for a mere penny postage, enabled the advertiser to get his message into the hands of thousands of prospects at



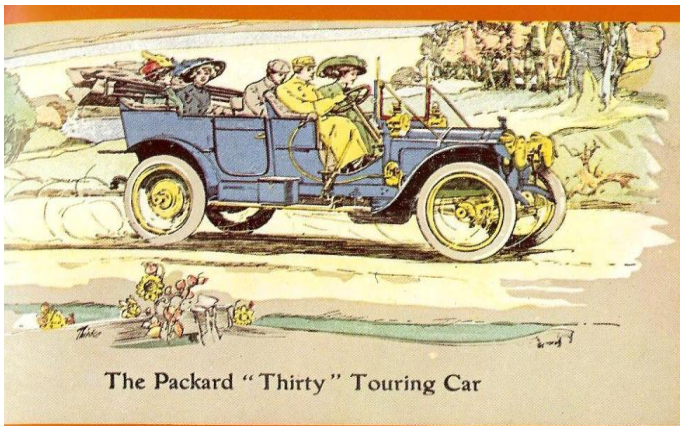
The Packard "Eighteen" Landaulet



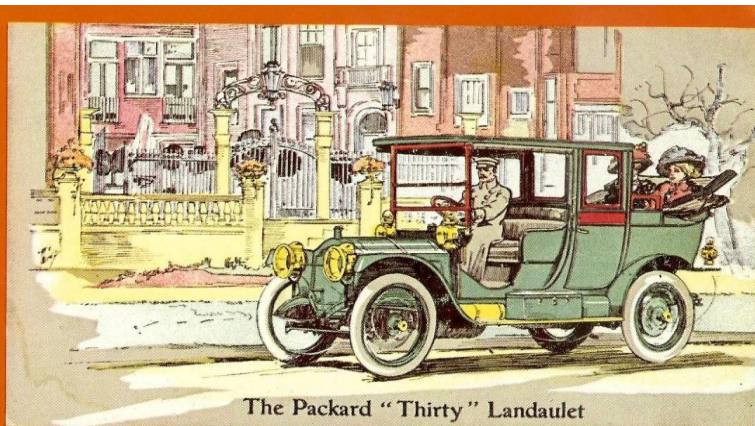
The Packard "Thirty" Limousine

This photo was taken at the Packard Plant on East Grand Ave the day the plant shut down. Their expression pretty much says it all.





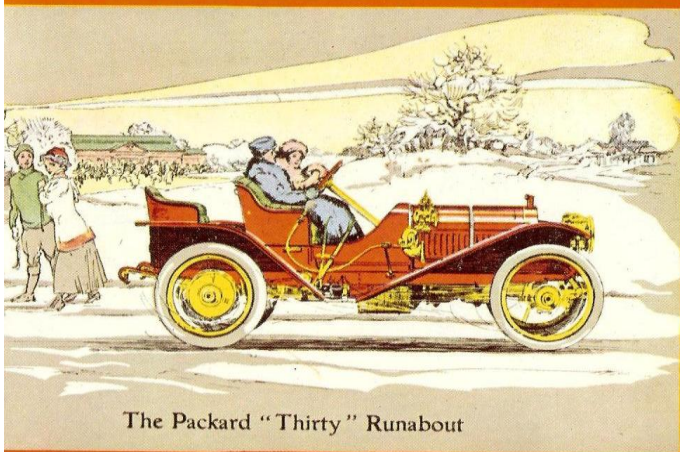
The Packard "Thirty" Touring Car



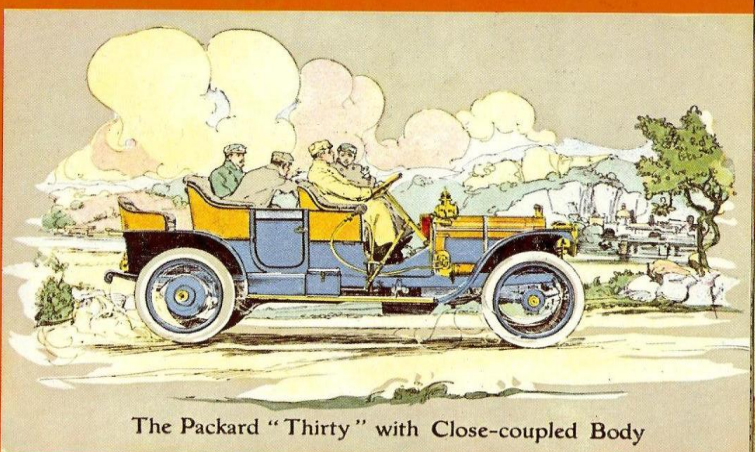
The Packard "Thirty" Landaulet

the lowest possible cost. The manufacturer supplied these to the dealer who, in turn, sent them to his special list of customers and prospects. Like everything else they employed in the field of printed matter, Packard utilized the finest art, engaging the services of a very capable illustrator, Hy A. Thiede, who was

under contract with the company. The cards shown herewith were issued in 1908-10. Typed sales appeals appeared on the message side, calling attention to new models as they were made available. It wasn't long before children of the recipients bothered parents for this new "collector's" item. C.P.H.



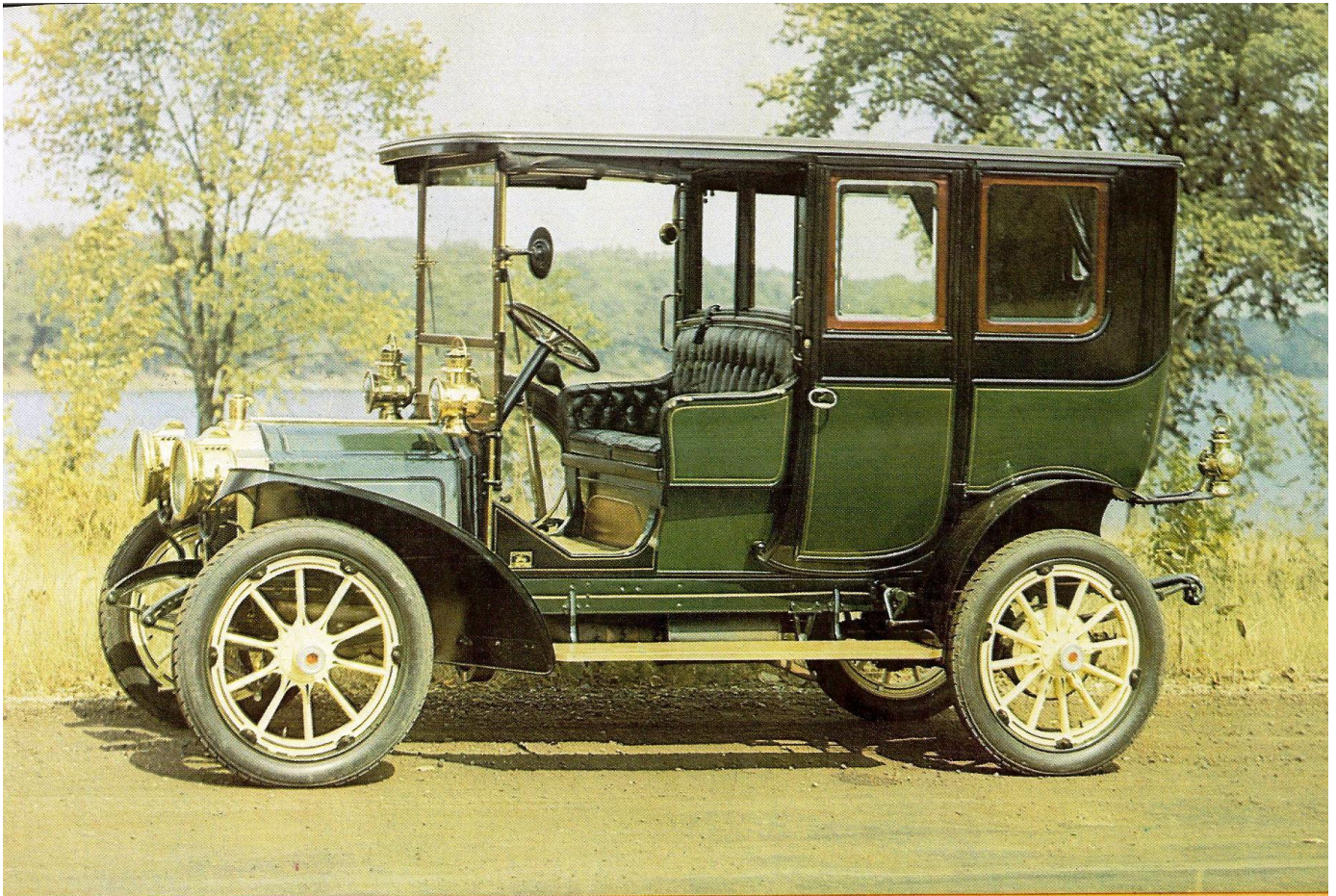
The Packard "Thirty" Runabout



The Packard "Thirty" with Close-coupled Body

The first Packard" Ol' Number One" and a new 1950 Packards. Photo taken in 1950.





Colonel Vincent, Forest McFarland, W. H. Graves and other Packard engineers made important improvements in the complex 24-cylinder engine which increased its power from 1250 to 2200 hp. Packard made 55,523 engines, a total greater than turned out by all five British factories also making them.

After the war the news was mostly bad. With dealers clamoring for cars, the company couldn't obtain enough steel. Design and styling were not impressive. But Packard's 1948 earnings of \$15,109,439 were the best

since 1929 and in 1949 Packard became the first American automobile company to celebrate its 50th anniversary. As part of the celebration, Eddie Jones, who had helped build the first Packard and who was still working, was given one of the Golden Anniversary Packards. This was ridiculed as the "bathtub" and Tom McCahill called it "a goat" but 104,593 were sold, a total second only to the record 1937 output of 109,518. Production was never again so large.

A great many dealers, including Alvan

Fuller of Boston, parted with Packard at this time and Hugh Ferry, then 64 himself, began a search for a salesman to head the company. A picture of James Nance in a magazine turned the search in his direction. He became president and Ferry chairman of Packard in 1952.

Nance came in with what *Fortune* termed "thunder and lightning." Scores of executives were fired or quit. Nance wanted everything new from the ground up. "The old was derided, the past was of no consequence, and

(Continued on page 236)

to emphasize his philosophy he ordered the destruction of the Packard historical files and records, which to autophiles is akin to the burning of the library at Alexandria by the ferocious Turks. And in the wake of his onslaught against the past, virtually all of Packard's history was destroyed, save for a few bits and scraps here and there rescued by loyal and ardently devoted Packard staffers.

The company had saved everything from the very beginning; tons of material had been stored. Every painting, photograph, design, drawing, blueprint was put to the torch. There were many unforgettable cloak and dagger attempts to rescue what many historians consider the most complete records of any corporation. One executive in the design department risked his career and bribed a truck driver to bring a giant truckload of literature to his lawn. Unfortunately, the driver took sick the following morning and his relief was unaware of the plans.

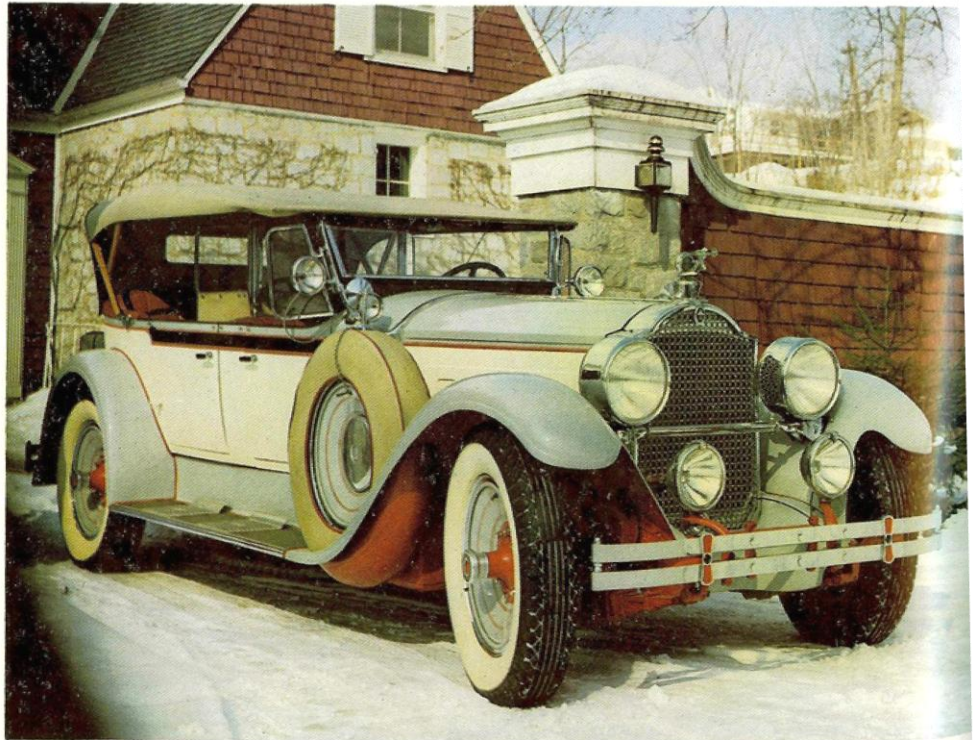
On this truck was a complete 50-year file of advertising amassed by Advertising Director Hugh Hitchcock including the two chosen by Julian Watkins in his book, "The 100 Greatest Advertisements." Young & Rubicam, which had produced these advertisements, had been dropped in 1951 after nineteen years as Packard's agency and replaced by Maxon, Inc. Nance dropped Maxon in favor of first Ruthrauff & Ryan and then D'Arcy.

Instead of buying a large percentage of parts from sub-suppliers—34 per cent had come from General Motors—Nance undertook to make virtually everything and spent millions on new manufacturing facilities. American Motors had been buying engines from Packard but quit doing so when Nance failed to reciprocate. A fine new Packard engine assembly line eventually was sold for scrap metal. While Packard operated profitably and paid dividends in 1952 and 1953,

with 80,341 cars sold that year, nothing worked out.

In 1954, the company began to lose money, was merged with Studebaker and only 27,334 Packards were sold. Sales increased to 68,770 in 1955, a record sales year for the industry. But a faulty axle flange turned up in the 1956

Packard, the first 5,400 had to be impounded and repaired, and only 13,193 were made. Production dropped to 5,543 next year and 1,745 in 1958, the final year. By then, the American Motors' Rambler and "compact" cars were the rage and the Studebaker-Packard management, from which Nance had de-



1928 Custom Phaeton, model "443." Multi-color combinations were the rule rather than the exception during this era of Packard classics. The colored chassis was a factory option at no extra cost. This model, owned by Robert E. Turnquist, Packard historian for the Classic Car Club of America, was introduced July 1, 1927. Original price \$3,875



Packard cars go for a road test inside the grounds of the vast Packard plant on East Grand Boulevard in Detroit in 1905. The plant was built in 1903

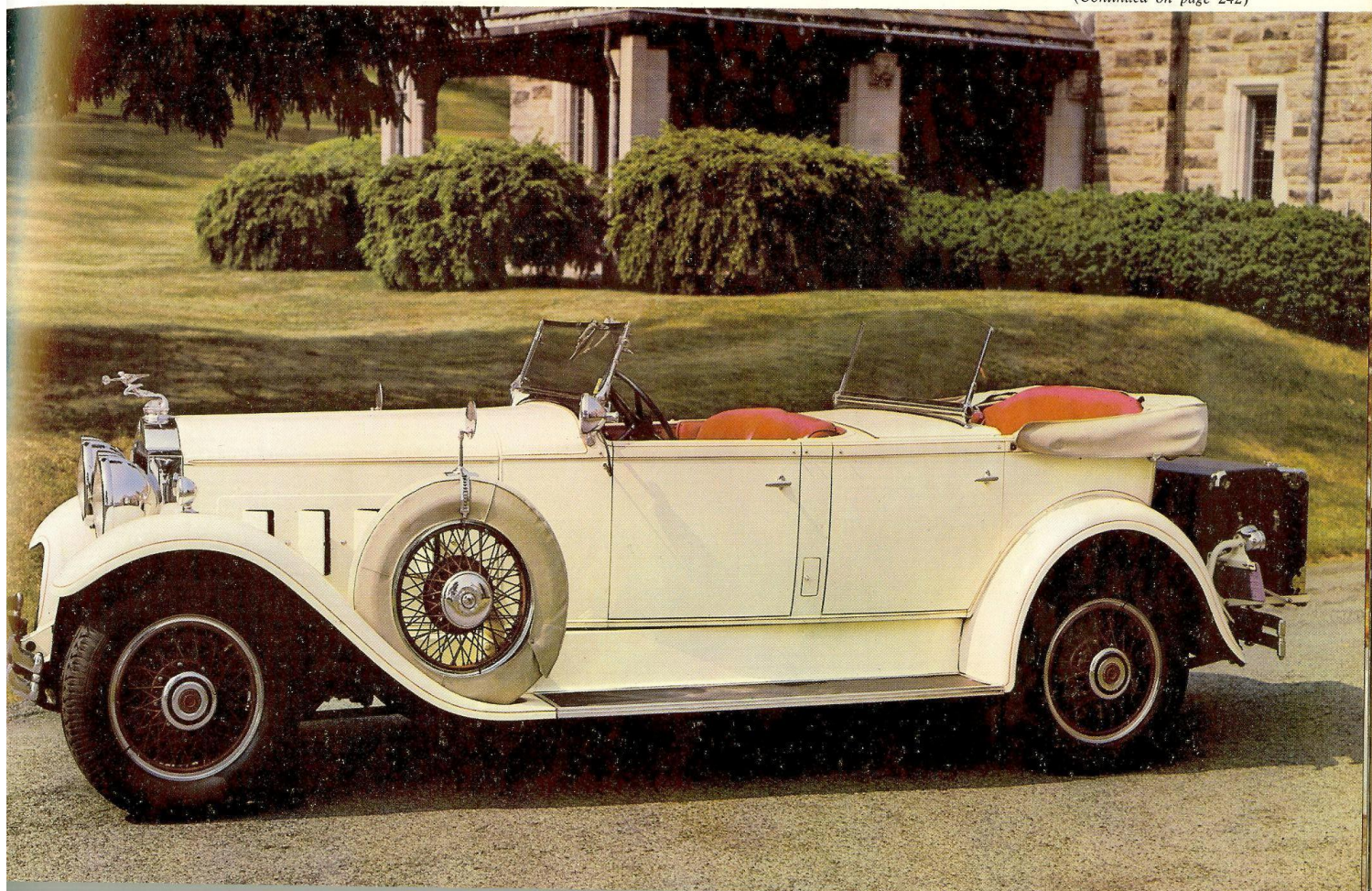
High on the list of automotive connoisseurs' choice in the classic category is the phaeton. Shown here is Mahlon E. Patton's 1930 Custom Phaeton, model "740" that was introduced August 20, 1929, and ended production the following year on August 14. This was the last year of "piano-wire" wheels and the first year for the four-speed transmission. The Hubley Manufacturing Company, Lancaster, Pennsylvania, has recently reproduced this car in authentic model kit form.

parted in 1956, not unnaturally concentrated their limited funds on the Studebaker Lark.

The final score on Packard? From available records, the company in 59 years produced 1,610,890 cars and 43,484 trucks. The latter were made from 1908 to 1923

and a few were in use around the Packard plant long after that date. On an original investment of only \$525,000, despite a dozen losing years, Packard up until the end of 1953 earned profits of \$222,815,000 and paid cash dividends of \$138,000,000. The smallest of the original investors was Dexter Mason

(Continued on page 242)



Henry B. Joy, President of The Packard Motor Car Company, test drives a new 1905 Packard. At the time, engineers debated whether to produce chain-drive or shaft-drive cars.

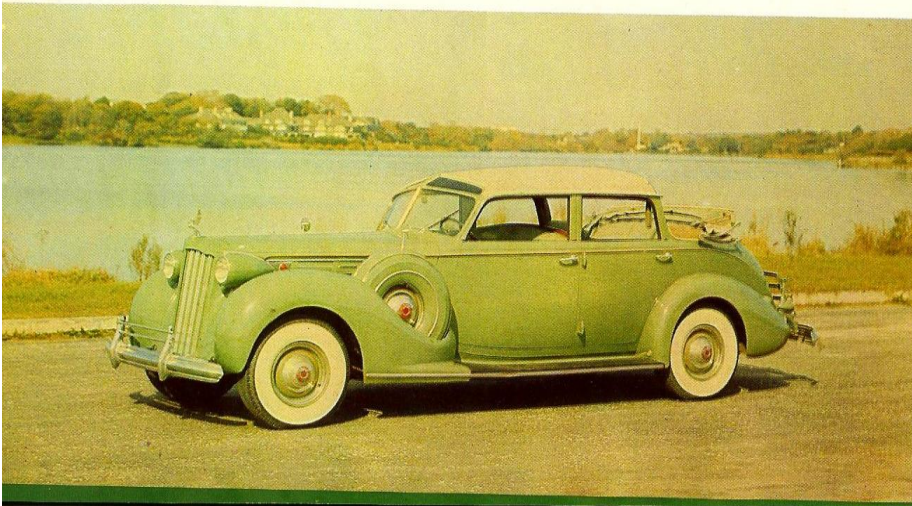
Ferry Jr., the seed man. He put in just \$5,000 but out-lived all the others and received more than a million in dividends.

Some former Packard men are doing all right. The most notable is Roy Abernethy, now president of American Motors. Executives there also include Fred Adams, John W. Raisbeck and Richard A. Teague, all formerly of Packard. Clare Briggs is a vice-president of Chrysler. Herbert L. Misch is vice president, engineering and research, with Ford Motor Company. John Reinhart is automotive manager at U. S. Steel. W. A. Graves is a university engineering professor. But the end of Packard spelled tragedy for many. Employment dropped from 11,000 in 1949 to 4,000 when the Detroit plant closed.

Three sociologists, Dr. Howard L. Shepard and Louis A. Ferman of Wayne State University and Seymour Faber of the University of Michigan, studied these 4,000 men.

(Continued on page 246)

Right, is a 1933 Dietrich Sport Phaeton, model "1006" from the collection of Briggs Cunningham. This was the first year for the Packard "Twelve" designation.



The last of the Packard "Twelves" were built in 1939; for the lap-robe trade, these cars throughout the depression were extremely desirable prestige motor cars fitted with special bodies by some of the finest coachmakers in the world. Shown here is a 1939 Brunn All-Weather Cabriolet, model "1708," the most expensive semi-custom body in the Packard line. \$8,355 f.o.b. Buffalo. The last of this series was assembled in August of 1939. This fine example is from the collection of the Long Island Automotive Museum.

On the far right is a 1934 Dietrich Convertible Victoria, model "1104." This is a Packard production Dietrich. Chrome shell and louvers were a \$25 factory option. The convertible was purchased new by Paul C. Lamb who has maintained it in concours condition.

TO BE CONTINUED



I HAVE SOMETHING TO TELL YOU

In the most unlikely event you have not renewed your membership in our great club; the March 2015 issue (this one) will be the last Predictor you will receive. The thought of not being a part of this great group of Packard enthusiasts is frightening and depressing to me. Not only will you not get the Predictor you will not receive the Packards International Magazine, nor will you be aware of the great tours and other events the club provides for you to enjoy with your Packard. In addition to all this, you will missed by all of us and we will wonder how you are and how your vintage Packard is getting along.

Here is how you may stop all these bad things from happening: Send \$45.00 to Packards International along with \$15.00 for your local San Diego Region.

Let's help out our membership chairman out this year and renew on time so poor Karl doesn't have to call us 2 or 3 times.

For your convenience a membership application/renewal form is on the next page.

If you do not renew your membership, this is the last Predictor you will ever receive! You heard correctly EVER!

EZ Payment form.



MEMBERSHIP APPLICATION 2015

INTERNATIONAL MOTOR CAR CLUB

Email: info@packardsinternational.com

New Membership? _____ Renewal? _____

More than a club; a lifestyle

Name _____

Address _____

City _____

State _____

Zip/Country _____

Tel: _____ E-MAIL: _____

Signature _____

I/we agree to abide by the Constitution and Bylaws of Packards International Motor Car Club, Inc.

Membership Rates: _____ \$45/year U.S. domestic; _____ \$50/year Canada & Mexico; _____ \$65/year all others.

If you are also buying a GIFT MEMBERSHIP for someone, check here _____ and give name/address of recipient below:

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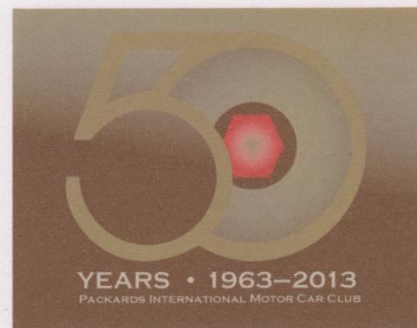
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BUND CONCOURS d'Elegance Shanghai, China

A 1928 Packard Model 443 takes Best in Show at the second annual Bund Concours d'Elegance in Shanghai, China in November of 2014. This Packard is owned by Mr. Gao Lu. A 1940 Mercedes-Benz 320 Model A Cabriolet owned by Arthur Bechtel took home the Pre-1950 People's Choice Award. This is becoming a premier Concours on a par with Pebble Beach. Sandra Button, the Chairman of the Pebble Beach Concours d'Elegance, returned as the chief judge.

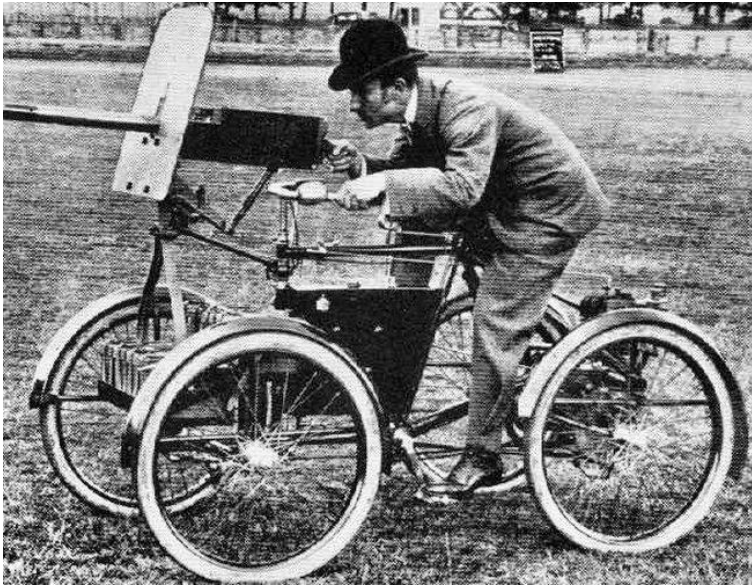


There was also a 1942 Packard Clipper entered in the show. Other entries included a 1935 Hudson Terraplane; 1935 Rolls-Royce Phantom II; 1937 Rolls-Royce Phantom III; 1940 Mercedes-Benz 320 Model A Cabriolet; 1948 Chrysler Town and Country; 1959 Mercedes-Benz 190 SL Roadster; 1963 Jaguar E-Type Roadster; 1965 Ford Shelby Cobra, and 1966 Ferrari 330 GT.

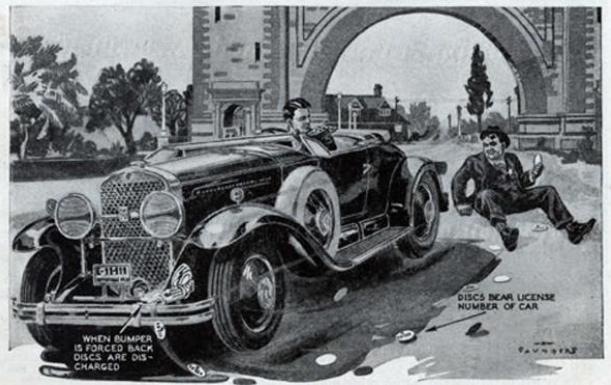
THE GOOD OL' DAYS?

A prototype armored vehicle.

How does he see where he is shooting? How was the recoil handled? This weapon of war presents a lot of questions.

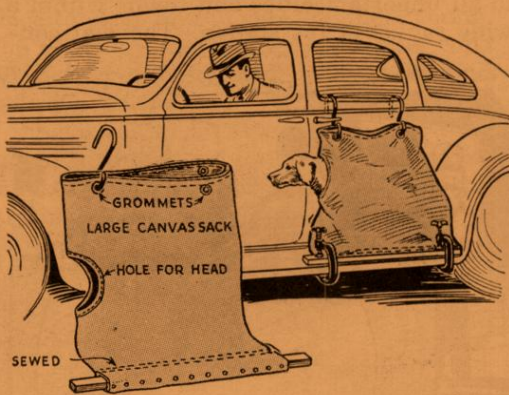


"Hit-Run" Drivers Identified by Disks Discharged by Car



From a 1931 issue of *Popular Mechanics*, an idea was proposed to identify hit-and-run drivers by means of a special device on the bumper which ejects identification disks bearing the car's license number and name of the driver when a victim is struck. Now this is an idea we can get behind! ED.
Does this mean the driver does not have to stop?!

Dog Rides Comfortably in Sack on Running Board



Your dog will ride safely in this sack, which is quickly attached or removed

When you take your dog along for a ride, but prefer not having it inside the car, it can ride safely and comfortably in this sack, which is carried on the running board. The bottom of the sack is clamped to the running board and the top is fastened to the lower part of an open window with hooks, covered with small rubber tubing to prevent marring the car.

The dog sack gives road kill a whole new meaning. I truly believe if these devices were sold today someone would buy one. I wonder what the SPCA and other like organizations would do if they saw this lash-up going down the road. We don't have running boards today but some of us could use this on our Packard.

I am sure the disks to identify you to whom you ran over, shown above, would not fly today. The ad says when victim hits the bumper is it pushed back ejecting a disk, Right. I see absolutely no problem with this setup. There was another product offered during this period that had a wire basket on the front of the vehicle to catch the victim when you hit him. This would work much better as you would not have to replace disks as you ran over people. You could just proceed to your next to stop and check out what or whom you had caught. This might be a bit dangerous as the victim would most likely be really peed-off.

2015 Activities Calendar

Listed below is the 2015 calendar of events officially sponsored by the San Diego Region of Packards International Motor Car Club. Also included are National PI events sponsored by PI headquarters or one of its regions. You must be a member of Packards International to attend officially sponsored events.

Click on any of the event descriptions shown in blue text to see more information about the location or setting of the tour.

Month	Date	Event Description	Location	Tour Director(s)
Mar	20-22	Overnight Tour with Mercedes Benz Club	Borrego Springs	Steve Ross
Apr	12	La Jolla Concours d'Elegance	La Jolla	Steve Ross
May	16	Veteran's Home Event & Lunch	Chula Vista	Marjo Miller
June	19	Packard Night at Escondido's Cruisin' Grand	Escondido	Mark Burnside
Jun-Jul	26-10	Packards International National Tour: 2015 Lincoln Highway Henry B. Joy Tour	Detroit to San Francisco	Lincoln Highway Association (Mark Burnside is Tour Director for PI participants)
Jul	26	Rally in South Bay	Barrett Lake	Steve Ross & Marjo Miller
Aug	9	Balboa Park Picnic	Balboa Park	Scott & Kristine Napora
Sep	19	Old Highway 80 Tour to McNeil Ranch	McNeil Ranch	Richard Schauer
Oct	23-25	Overnight Tour to Palm Springs	Palm Springs	Richard Schauer
Nov	15	Wash & Shine Show at Leo Carillo Ranch	Carlsbad	Phil Pizzuto
Dec	13	Christmas Party at Lazy H Ranch	Valley Center	Steve Ross
Jan (2016)	1	Brunch at Hotel del Coronado	Coronado	Steve Ross