



PRESIDENT'S THOUGHTS

By Steve Ross

The beauty to the left is a 1929 Speedster 626 Runabout



After the Lincoln Highway experience Buttercup and I did a wedding gig. Then it was time to begin preparation for the Pebble Beach trek. This year was definitely a Packard year. The Packards attending the Granddaddy of all Concours were certainly among the best examples in the World.

I am sure there are other Packards that are just as nice but were not invited to the show. I caravanned up to Big Sur with that other car club. 'Nuf said about that.

The featured marquee this year was the Lincoln automobile. I feel like I have had a Lincoln ,Packard, Lincoln year. The Lincolns represented were nice cars and some were interesting but none even came close to the Packardautomobiles that were there.

1938 1608 Twelve Brunn All- Weather Cabriolet.



This was one of two later model pre-war Packards in the show. There was Packard eye candy everywhere. The preparation to get these automobiles ready for judging is unbelievably meticulous. Even the tire treads are brushed and cleaned!

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This fine Packard is a 1939 1707 Formal Sedan.

This puppy is Buttercup's big brother giving us something to aspire to. Right!

Below we have a 1934 Twelve Coupe. This Packard was entered as a display-only. I have seen very few cars entered as display-only and I am not sure how this is determined.



1929 645 Dual Cowl Phaeton, Body by Dietrich.

This Packard was in the 17-Mile Drive, but was not on the field Sunday. This is the original color according to the owner and it is a Packard with a stunning paint combination. From what I could see of the car it could have been a contender. I am not sure but, I believe I have seen this Packard on Ocean Blvd in Carmel-by-the-Sea in past years.

As many of you are aware, the Best In Show at Pebble Beach this year was a 1934 Packard. There was a roar of approval from the crowd when it was announced as the winner. American cars are not selected very often for this prestigious award. Even the Mercedes-Benz and Roll-Royce folks were impressed by this Packard. It has been twelve years

since an American car was awarded Best In Show and that was a Duesenberg. This is the fourth time a Packard has won Best In Show. The marquee with the most wins is Bugatti with nine, and Duesenberg and Mercedes-Benz tied at six each. A Chrysler has been picked twice as has Pierce-Arrow.



Judge Joseph Cassini ushers his 1934 Packard 1108 Twelve Dietrich Convertible Victoria up to the viewing stand to receive the Best In Show Award.

PEBBLE BEACH, Calif. — A 1934 Packard 1108 Twelve Dietrich Convertible Victoria that spent much of its life in Puerto Rico — painted a garish red and orange and thrashed about as a taxi — was named Best of Show on Sunday at the Concours d'Élégance here.

The Packard, entered by Joseph and Margie Cassini of West Orange, N.J., has been the subject of an intensive three-year effort to bring it back to its former glory. It was nearly too far gone to save, Mr. Cassini, a New Jersey Superior Court judge, said in an interview afterward.

"When it came back from Puerto Rico in 1968 it was almost rusted through," Mr. Cassini said. "It was rescued by a serviceman who brought back it to the United States. From there it went to an owner in New Hampshire, then to another owner in Ohio, from whom I bought it in 2010.

"Each owner wanted to restore it, but the task seemed too daunting," he said.

Mr. Cassini, who entered a 1938 Horch 853A Cabriolet that won Pebble Beach's Best of Show honors in 2004, said this victory was an emotional one for him.

"My parents were alive when we won with the Horch, but they've since passed," he said. "I was thinking of them as I heard it announced that we'd won today. This is the pinnacle of our world — our Olympics. When you win here, you realize you have one of the finest cars in the world."

Mr. Cassini says that he is the car's fifth owner. "It was purchased originally in New York by a Mr. Ricardo Lacosta, a lawyer from Puerto Rico. He had it shipped there and it was in his ownership, and then his family's ownership, for many years. But it eventually was turned into a taxi. It was painted red and orange, probably with a paint brush, and driven all over Puerto Rico for many years."

Somehow the car survived the abuse, the sun and the salt air until the serviceman obtained it and shipped it home.

Mr. Cassini said he had been interested in purchasing the car since the 1990s, "but I never thought it would be sold. The gentleman who had it planned to restore it himself, because that is what business he is in, but he never quite got around to it. Eventually he realized it was a project that he wasn't going to be able to undertake until it was too late to save the car. It was ready to fall apart."

Mr. Cassini turned to RM Restorations for help in returning the car to showroom condition. "It took more than 10,000 man-hours," Mr. Cassini estimates. "But now it is perfect. Everything works. The radio, the lights, the windshield wipers – it runs perfectly – and it easily completed the whole Tour d'Élégance, probably 100 miles, on Thursday."

His plans for the car going forward are unclear, he said.

"I think I'm going to put it on a trailer and give it a rest. Yes, it can go back to being a trailer queen for awhile. It has earned it."



Judge Cassini talking to the judges



Judge Cassini's daughter Caroline

This one of a kind Packard has a semi-custom body that features unique "pontoon" fenders with a teardrop shape, and it bears rear-mounted double spare tires with steel covers, instead of the usual exposed side-mounted spares. Also making it unique is that it uses the longest of three body styles Packard offered at the time — denoted by the number 1108 in the car's name, as opposed to 1106 or 1107 — but has **two doors** instead of four.

"There are so many rare things about this car," said Caroline Cassini, Joseph's 21-year-old daughter, who collaborated with her father on the car's restoration. "It has an American style but a very European elegance to it."

She helped him coordinate the interior and come up with the deep gray hue for the car's exterior. "My dad and I have a really good eye for colors, so we both kind of put our two cents together. I know he wanted kind of a little bit of a green, but I kind of wanted a little bit of a gray. So my dad and I call it an 'olivine gray.'"

The car was in rough shape when Cassini, who lives in West Orange, N.J., bought it from a restorer in Ohio three years ago. The restoration took two and half years and was completed less than two weeks before the Concours.

I had the opportunity to speak with Judge Cassini and he showed me the photos of the Packard depicting this Packards history. It was literally a basket case when it came back from Cuba. This is the only Packard made with this body configuration and the fact that it survived and someone was willing to devote the time and money to restore it is amazing. I for one am thankful that people exist who are willing to take on and complete such a monumental task.



It was through dumb luck and fate I guess that I stumbled across the place in Pebble Beach where the R&M Restoration people were preparing this best in show winner. It was in the parking garage at the lodge at Pebble Beach. I talked to the prep crew and got a lot of insight into what goes into just getting ready to bring it onto the field. There were five guys and two ladies working on the Packard. It was from them that I learned that R&M was a restoration house before it became an auction company. They still do restorations and one would assume it is top notch and costly.



I took these photos when they were just finishing up for the day.

Please stay tuned for more Packard stories of intrigue and information.

Drive your Packard and get to know it better. You will be happy that you did and you find your ownership as well as the relationship with the ole gal is fun and rewarding. It never ceases to amaze me at the attention we get as we cruise around the town and country in our Packard.

REMEMBER: IF YOU AIN'T HAVIN' FUN, YOU AIN'T DOIN' IT RIGHT!

Fall Mountain Weekend Tour, Idyllwild, CA

October 4-5-6, 2013

Richard Schauer

Come join the fun for the second overnight tour for the Packard Club this year. First we had the spring tour of Borrego Springs and now a peaceful weekend in the San Jacinto Mountains at Idyllwild. Members who have never visited Idyllwild have missed a wonderful mountain getaway right here on our doorstep. Some of us have biked, hiked, enjoyed the nice antique and art stores, and some have even been married in Idyllwild. The smell of pines and clear mountain air entice people to come back again and again. Does this sound like a Chamber of Commerce advertisement yet?

Come see for yourself starting Friday October 4. Lodging will be at the Bluebird Cottage Inn, located just inside the town limit and one mile from the town center. Weather could not be better with pleasant days and cool nights. The address is 26620 Saddle Drive, Idyllwild, Ca. 92549. Log onto <http://www.thebluebirdcottageinn.com> and check out the rooms. Six rooms have been reserved for the Packard Club with an option for more, but we must act no later than Sept. 7. Reserved rooms include 3 studios, one small suite, and two suites with kitchens. Check out: Hummingbird, Nuthatch, Wren, Dove, Robin, and Woodpecker. Studio rooms include queen bed (and small bed for a third guest), small frig, A/C, cable TV, DVD player, and microwave, for a price of \$90. Some of the studio rooms include an electric fireplace...first come, first served on that amenity. Studio rooms are \$208 for the two nights. Rooms with kitchens are \$242, and the room small suite is \$220. If you prefer a one bedroom suite, please advise Richard Schauer as soon as possible so the room can be reserved. The price is \$264 for the two nights. Checks shall be made payable to Packards International San Diego Region and mailed to:

Richard Schauer
2329 Cortina Circle
Escondido, Ca. 92029-5547

NLT Sept. 7, 2013

Itinerary: A Saturday a trip is planned to the animal rescue/sanctuary on Hwy 74 about ten miles from Idyllwild. Saturday evening dinner is reserved at the Gastronome in the center of town. Bring your bike, or a good book, and some good walking shoes for a relaxing weekend. Check-in time is 4:00 pm. A caravan is planned for interested parties, leaving from a North County location to be determined later. Departure time is 4:30 pm Friday to ensure everyone arrives at the Bluebird Inn before dark, and the planned route is east from Temecula on Hwy 79, then north on Hwy 371 through Anza up to the Paradise Valley on Hwy 74, and finally to highway 243 to Idyllwild. Late check-in is fine. Notify Richard Schauer of a late check-in so the proprietor can be made aware.

Hold Harmless Agreement (please read and sign)

The undersigned desiring to enter and participate in the Packards International San Diego Region Idyllwild Weekend Tour to be held October 4-5-6, 2013 does hereby tender his/her application to participate. If this application is accepted, the undersigned registrant hereby acknowledges possession of suitable vehicle insurance. Further, the registrant and his/her guests at said tour hereby assume liability for, and shall indemnify and hold harmless Packards International Motor Car Club and its regions, members, officers, directors, employees, agents, servants, invitees, and assigns from and against any and all liabilities arising from said event. The undersigned holds the aforementioned harmless and indemnifies them against judgments whatsoever arising, directly or indirectly, out of, or in connection with, participation in said event.

Agreed and Signed by (guardian if under 18)

Date _____

The waiver can be turned in to Richard Schauer at the caravan point or mailed with payment. See you there!!!!

A Day in the Park

By Richard Schauer



Saturday August 25, 2013 was not quite a typical late summer day. Normally hot and dry this time of year, the day offered the former in abundance but zero of the latter. Enormous cumulous clouds clung to the mountains to the east, bringing heavy localized rain. With that introduction being said, note that Packard owners are not about to be scared away by a few clouds (with the notable exception of the author, who once again wimped out and brought his non-Packard).

Scott and Kris Napora arranged a relaxed and comfortable picnic for that Sunday morning. Securing abundant parking spaces to accommodate our cars and bringing the "welcome" dog to greet the guests ("Ok, I'll wag my tail and smile, just pet me, love me"), Kris increased the mood by dressing for the occasion in a beautiful raspberry retro-dress and hat. We thank the Naporas for sponsoring this very nice club event...look for it again on next year's events calendar, everyone



The north county caravan suffered an immediate casualty as Phil and Heather Pizzuto had to drop out with a mysterious overheating problem. They got as far as Vista and had to drop out. We hope there is nothing serious happening with the Blue Bomb. Peggy and Karl Ramsing brought their beautiful '29, their cooler and picnic basket lashed securely in the rumble seat. Travel south was uneventful other than the usual rubber neckers on I-15...people wishing they owned a Packard no doubt. At Balboa Park we met up with Scott and Kris, Fred Puhn with his repainted '50 deluxe sedan, Jim Woolsey driving his wonderful '35 limo, and finally in drove Ralph and Connie McNeil with sailing friends from Australia Elizabeth and Bin, driving their '27 dual windshield phaeton. Now I felt terrible, wimping out on bringing my car when Ralph drove an hour with the threat of rain ever present. If our honorable president Steve Ross was there I'm sure I never would have heard the end of it (and justifiably so). Gary and Amy Marchetti attended as well, and it was so nice to welcome this new couple to the club! We congratulate Gary Marchetti on a first place finish at the San Jose Concours with his 1951 Nash, that took first place at the La Jolla Concours last April. Fred Puhn's car just gets better and better. Not only has Fred's car been repainted, but he has done interior work, door trim, and re-chroming. Ralph's phaeton is driving like a dream since the radiator re-build. Ya' just gotta' see the work he had done: a new, more modern radiator was fitted with a slice of the original radiator shell fastened to the front...one would never know the radiator was not 100% original. Sadly, Scott's 1930 726 Sedan is down hard with a #8 bearing failure, 200 miles after completing a painful 3 year engine rebuild.

In spite of the great heat inland, at the park a steady on-shore breeze kept us cool, so cool in fact that my kitty (aka wife Karen) slid her chair out of the shade of the great tree and into the sunlight for warmth. People flocked to admire the great Packard cars, as always, and we were surprised to meet Ron, a P.I. member and resident of Madison, Wisconsin, concluding a month long stay in San Diego, who happened to be visiting Balboa Park at precisely the right time. He has a 22 car collection that includes two Packards, a 1928 and 1938 super 8 sedan. His "Midwest" showed as he gushed about the wonderful San Diego weather where fine cars can be driven all the time, unlike where he comes from. It was a very nice encounter.

The picnic was relaxed, with blankets spread out on the grass, Peggy Ramsing passing around delicious slices of watermelon, and Packard stories being swapped. In 2014 Scott threatens to bring his croquet set. Uh-oh, this could get serious!!!! I'll bet there are more than a few "crack" croquet members in our club. We'll have to wait until 2014 to find out!



Not sure what this photo from Karl's "626" is supposed to depict



There were some fine Packard automobiles at the picnic. The first is a view of the festivities as seen through Karl and Peggy's 1929 "626" Convertible Coupe. A rear-end and a front-end shot of the Packards: We have the McNeil's 1927 "336" Phaeton, the Ramsing's 29 "626", Woolsey's 1935 Limo and Fred Phun's 1950 "2302" Deluxe Sedan.

Wooden Boat Festival, June 15, 2013

By Richard Schauer



After Packard Night @ Escondido's Cruisin' Grand™ (reported on in the last issue of the Predictor), the next morning the Packards joined forces at the jump-off point in North County, goal being to leisurely drive south to Shelter Island. Jim Woolsey led the way, with Brian Wagner following in his 1940 120 touring sedan, Steve Ross brought his classic Mercedes (intentionally saving Buttercup for the Lincoln Highway tour), and Richard Schauer bringing up the rear in his '34 standard eight 5-passenger sedan. The trip was uneventful and we met up with the remainder of our club members including Gary and Ann Wysong, Phil Pizzuto, Karl Ramsing, Ginger Nardini-McClean, and new member Tim Pestotnik driving his 1934 standard 8 Roadster.



Tim Pestotnik's 34 Standard Eight Roadster

conjured up stanzas from "The Rhyme of the Ancient Mariner", which some of us can recall reciting in school long, long ago (ahem, no "old" wisecracks, ok?). Owners were cheerfully welcoming the visitors, many invited people aboard, and some offered cookies and drinks.

Marjo set up a very nice luncheon at the San Diego Yacht Club, thinking of every detail down to the tiny sail boats at each seat with name and lunch selection, and after lunch mints attached...naturally they were lifesavers! The service, food, and company were the best, and we were comfortable in the knowledge an Eagle Scout was keeping watch over our cars (it wasn't as though anyone was seriously concerned about tampering). It was a short 4 block walk to the boat show. Approx. 40 vessels were present including wind and motor powered. The earliest boats dated back 90 years and most were restored to stunningly beautiful

condition. HEY, we finally found a hobby that is more costly than our Packard cars...nice! A couple of vessels were in original condition, a euphemism for run down, battered, or weathered. One schooner in particular



If my count is correct we have eight Packards lined up for this photo

Some boats were for sale. I know of no Packard owners who were so enticed. One fellow was offering free rides in a small steam powered harbor tender with a shrill whistle. Weather was beautiful; the afternoon had a definite festive atmosphere with lunch being offered, wine tasting, drawings taking place, and music playing. Soon the afternoon was done and it was time to be moving along, our heads filled with fine images and memories. Sadly our 2013 gala weekend was over.



Brian Wagner conferring with Jim Woolsey (back to camera). Bet they aren't talking about boats!

How Packard Treated Their Customers

By Brian Wagner



You would think they would not have to do this. Ahead of the 2013 model introduction, Chevrolet sent 2,300 of its dealers and 600 of its division employees to three-day Disney Institute training sessions. The attendees get lessons in how Disney gets seventy percent of the people who walk through its theme park gates to return. In short, how to make the customers feel appreciated and build customer loyalty. During one of the three-day sessions, the Chevy dealers saw the Cinderella Castle and Space Mountain opened up five minutes early. Even though the park officially opens at 9:00 a.m., they always let customers in five minutes early. The analogy was drawn: "how many of you have your people in place so you can open five minutes ahead of time every day? Think of the message that sends if you open your doors instead of letting someone sit out in the lot."

One of the dealers attending said he is considering letting visitors in his showroom early and developing a loyalty club. He went on to say, "you see these people coming into the Magic Kingdom and you think, buying a car should be just as magical as entering a theme park. It is a big deal. We need to create a memorable experience."

Can we hear a big "DUH"? No wonder we had to bail them out.

Compare this with some of Packard's written directives on how to treat the customer



"A Packard prospect is looking for Quality, Elegance, Distinction, Stability, Prestige, and Refinement. Being cultured, refined, intelligent and courteous people themselves, they appreciate these qualities in the people with whom they do business. Courtesy is the best door opener. Courtesy is the key that opens a man's castle, his interest and his friendliness."

- For a Packard salesman, the assumption is that every prospect he meets – no matter what the prospect looks like – is an exceptional individual. Every prospect is a distinguished personage, a VIP, a man of real eminence."

- "Good personal selling demands mutual understanding and respect between the salesman and the prospect. Packard salesman must be sensitive to the varying interests, needs and temperaments of their individual prospects."



- "Look at your showroom through the eyes of your most critical prospect. Make the room where you greet your visitors as comfortable as your own living room. Surround your product display with the dignity, the splendor, and the appeal of the finest diamond in a jeweler's showcase. Furnish comfortable chairs for your guests. Keep walls, floors and windows spotless. Use lighting that is soft and easy on the eyes. The customer is your guest. Make him feel at home."
- "Do not let the phone interrupt your salesman when he is talking to a customer."
- "Render personal service to the new owner. Check with him two weeks after delivery and again at inspection points and again at regular sixty-day periods. You will create a lasting friendship in the owner's mind for the salesman, the dealer and product. Know that the car is operating well and that he is satisfied and earn the customer's repeat business for both service and future car sales."



As we all know, Chevy ended up surviving and Packard did not. There are a number of viewpoints on why, but from the above, it is safe to say that Packard had a very clear understanding of how to treat their customers.

TIDBITS FROM PEBBLE BEACH



Sir Sterling Moss doing some judging.



Barney Oldfield and his 1908 105 HP Blitzen Benz.

Below: 0700 hrs Sunday morning, the calm before the storm



Below: The man and his automobile - a 1912 Simplex 50HP. He lost leg in motorcycle incident, I think. What a character, from Van Nuys CA.



2013 ACTIVITIES CALENDAR

Listed below are all tours and events officially sponsored by the San Diego Region of Packards International Motor Car Club for the balance of 2013. Also included are National PI events sponsored by PI headquarters or one of its regions. You must be a member of Packards International Motor Car Club to attend the events listed.

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
September	15	TBA	TBA	Richard Schauer
October	4-5-6	Fall Colors Overnight Driving Tour	Idyllwild	Richard Schauer
	13	SoCal Region Grand Salon	Fashion Island	PI SoCal Region
	22-27	PI National Driving Tour	Arizona	PI Arizona Region
November	9	Mercedes Benz Classic Center	Irvine	Steve Ross
December	7	Christmas Party @ Lazy H Ranch	Valley Center	Steve Ross
January 2014	1	Brunch at Hotel del Coronado	San Diego	Steve Ross