

# OREGON

## *Clipper*



Journal of the Oregon Region  
VOLUME 45 NUMBER 1



Packard Automobile Classics  
FIRST QUARTER 2019



Journal of the Oregon Region  
of Packard Automobile Classics

Vol. 45 Number 1 First Quarter 2019

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Photo by John Imlay

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Ladies and Gentlemen,  
Start your engines!

Back Cover

1939 Packard Super 8 sidemount spare tire photographed by C. Bruce Forster

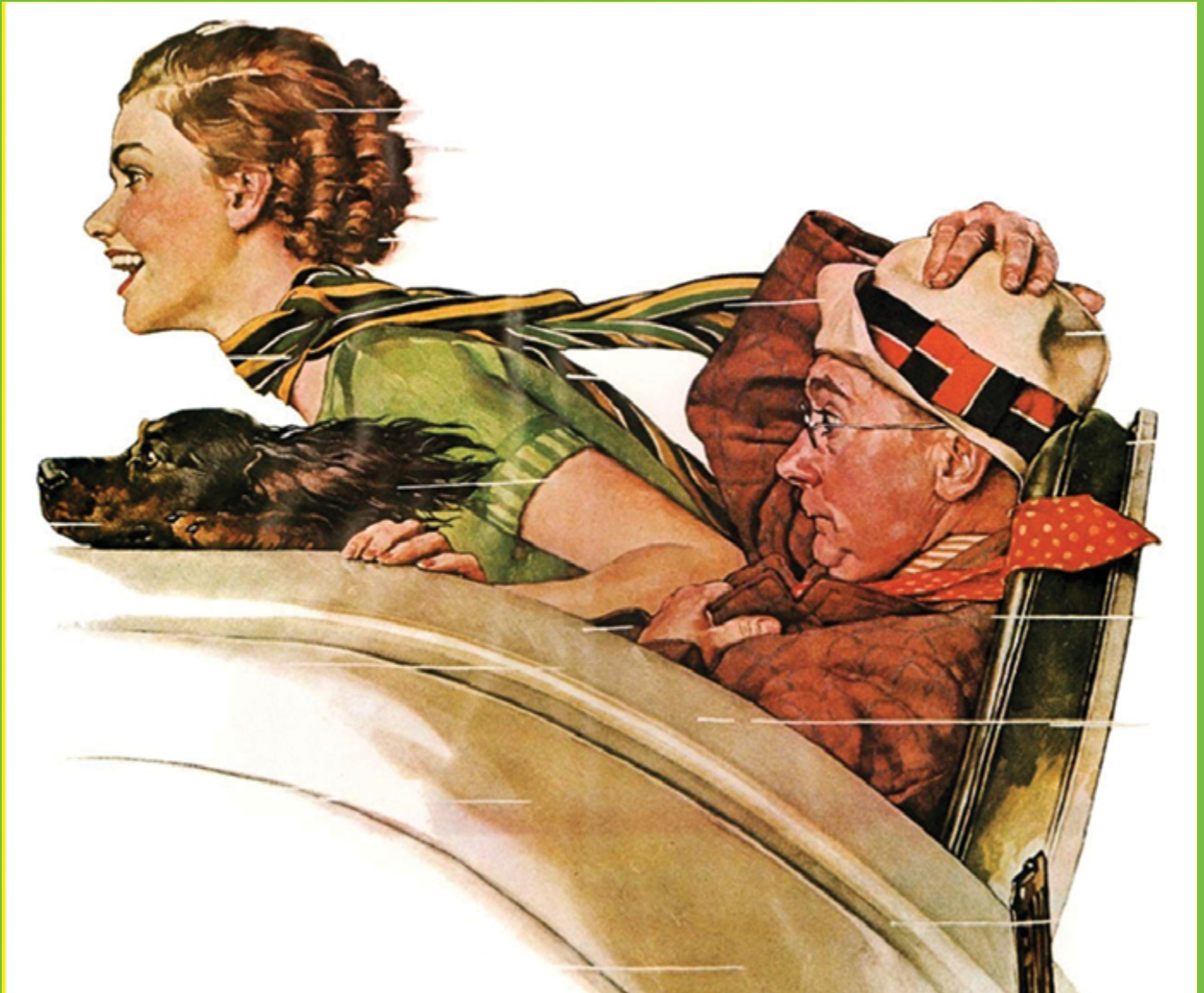
Please plan to attend  
our next membership  
meeting.

May 14, 2019

Monthly Club meetings are held at the Peppermill Restaurant in Aloha, OR. Dinner and chit-chat generally begin around 5:30 PM with the meeting kicking off at 6:30 PM.

Towel it off.





NORMAN ROCKWELL ILLUSTRATION  
'RUMBLE SEAT' JULY 13, 1935  
*THE SATURDAY EVENING POST*

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Packard advertising was consistent as Packard ads evolved with one agency after another taking their hand at building the brand. "Ask the Man Who Owns One" characterized the brand's understated tone with the same consistency as the red hexagon hubs, the half-arrow belt line, the yoke grille, and Packard script.

To reach middle Americans, Packard advertised in *The Saturday Evening Post* whose covers were frequently and famously illustrated by Norman Rockwell. Dave Charvet reviews the ad campaigns with selected milestone ads starting on Page 14.



by Matt Hackney

## Director's Page

I t's spring and the start of our official 2019 "driving season."

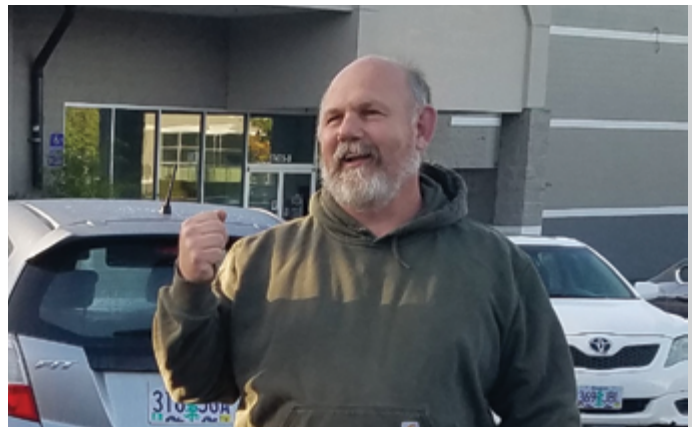
If you want proof, just look at all the activities and driving opportunities coming down the pipeline. Over the next three months we have a winery tour, garage tours, a regional tour, socials, and a Concours featuring what else but, the Packard automobile.

At this moment, our '49 is up on stands waiting for the completion of a brake job. I have never done a brake job and have asked for some assistance, but in the end, I hope to have done the lion's share of the work myself.

The Oregon region is hosting the Western Regions Tour this year. We have many challenges in the next three weeks but look forward to throwing our arms open to greet fellow Packardians as we descend on the central southern portion of the state. The tour will feature the Terpening's collection, (longtime very active club members) fabulous food, beautiful artistry as well as some of Oregon's most scenic offerings. For those of you unable to make the tour, you'll be able to read all about and see pictures in the next issue of the Clipper.

I would like to offer my thanks to the selfless individuals who have given their time and effort to pull off this tour. Joe Munsch and Pat Shriver, John Imlay, Bob Douglas, Karla Hackney, with the supportive help from Howard Freedman, Joe Santana, Sylvia Potter and Bob Earls.

*Matt Hackney*





by John Imlay

## From the Editor

**H**appy spring, my fellow Packardians!

First, I have to beg for your forgiveness for being tardy in getting this issue out. It's been one heck of a spring. Matt, Karla, Joe Munsch, Bob Douglas and I have been busy planning our May Western Regions tour which takes up more time than you might think. So, right now let me say thank you to my fellow planning committee members for their hard work and dedication for pulling this tour together. As I write this, we are still about six weeks out for the tour, but we already appear to have over fifty participants and about twenty-five cars. We are thankful to have people coming from Washington, Oregon (of course), California, Nevada and even Utah! We'll be sure to include a big write up about the tour in the next edition of the Oregon Clipper!

I have also had to make two trips to San Antonio, Texas this spring - one to say good bye to my stepfather of forty years and, sadly, one to attend his funeral. None of you knew him, so I will not go on about him, but I will say he was quite a fellow and I was lucky to have him as my stepfather. My mother tasked me with writing and delivering his eulogy which was not only time consuming, but also surprisingly emotional. Aside from that, my wife's family came to town for a week in March so that we could take a trip up to Seattle for our nephew's 40th birthday. We took the train up by the way which I highly recommend. It's much more relaxing than flying and very scenic.

When I combine all this with still having to go to work every day, I fell behind in getting all the materials to Joe so he can do his magic putting the Clipper together. I hope this edition lives up to our usual high standard and that you'll find something of interest in it.

On the car front, I have spent a fair amount of money this year getting the cars shipshape for tour season. In addition to a few "less-major" repairs, I replaced the entire rear end in my '39 120 Convertible. That was the only

option for getting higher speed gears without installing an overdrive. I was able to get the entire rear end out of a '52 Packard 300 from Tucson Packard, which fit perfectly, and a set of NOS 3.90 gears from Dave Moe. The new setup is great – easily cruising at 60 MPH.

And speaking of rear ends, the pinion bearings on my '37 12 were making quite an interesting noise and had to be replaced. The final item (I hope) to repair on the 12 this year is the temperature gauge which became separated from the engine sensor bulb during some other work last spring. Thanks to Joe Potter at Vintage Underground – who we will visit on our May 4-5 overnight tour to the Eugene area. You won't want to miss that, he has quite a restoration shop!

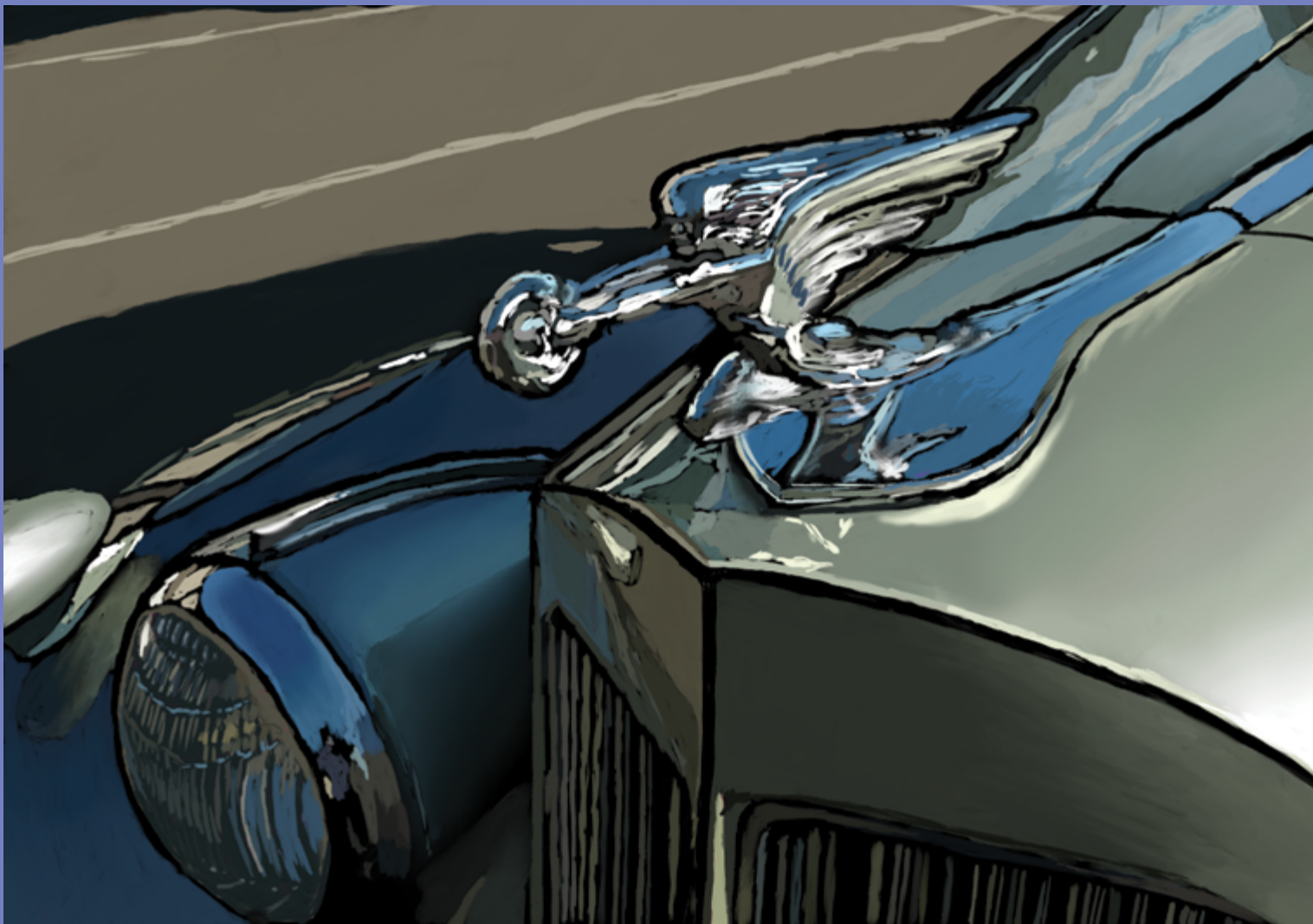
Finally, we have an action-packed tour schedule this year and your leadership team certainly hopes you'll get your Packard(s) out this year and join us. We have quite a combo of close-in, short tours along with some longer ones. Take care, and I hope to see you on the road!

*John Imlay*



# A Southbound Journey to a Surprise Portrait

BY ROBERT DOUGLAS



**“ He said yes, so I tossed him the keys. ”**





Stayton H.S. Art Teacher Darin Schmidt



A few weeks ago, the weather was so nice I took a Saturday trip down the valley to see a friend and ex-student who is now an Art Teacher at Stayton High School. His name is Darin Schmidt and I am very proud of him and his accomplishments!

His first job was in Glasgow, Montana, a town just west of one of the WPA's most ambitious projects, the Fort Peck Dam. The other landmark in the area is the Glasgow Air Force Base which is now closed, but was once part of the Strategic Air Command, a SAC Base (bring back a few memories?). The area has a stark beauty all its own, but if you have not been there, it is one of those places that on a clear day, from the hood of your car, you can see Hudson's Bay to the north-northeast and Cuba to the south-southeast! As the Governor once said in a radio interview, the advantage to living in eastern Montana is that if your dog runs away from home, he is not really lost because you can still see him for three or four days! Darin enjoyed his time there, but was happy to get back to the Willamette Valley, friends, family and lower heating bills.

I arrived at the high school about ten in the morning, met Darin at the entrance and spent some time looking at his new digs, talking about his program, and looking at student work. Then we went to lunch. On the way out to the car, I asked if he could drive a stick. He said yes, so I tossed him the keys. After all, he knew where we were going! And besides, if we do not want to be buried in these cars, we need to share them and get younger people interested in them! After a couple hints as to the way things operated, he did a great job navigating the 1938 Packard around town and off to a restaurant for lunch. I must admit I took a couple of sideways glances to see how he was doing and, since he was smiling, I made the rash assumption he was having a good time! At lunch we talked more shop and what we were both doing in our own studios and how he was settling into Stayton. He then drove us back to the high school and we talked a bit more before it was time to head back home. We walked outside and he took a couple of pictures of the Packard. He then went back to grade projects while the Packard and I headed north to home. It was a fun visit and I was very happy to see him settling into the profession, doing a good job, and most importantly, enjoying both the position and his students.

Low and behold, several days later I received an email from Darin with a photo attachment of two of his latest paintings, one of which was the hood ornament of my 1938 Packard! I thought that it was very well done and so I thought I would share it with you. I hope you enjoy it as well. And to think the Packard did not even know that Cecile B. De Mille was doing a close up! Remember, you always meet the nicest people in an old car and you never know where or how the pictures will wind up.

Thank you, Darin.

# Wine Country Tour



by John Imlay

The Packards of Oregon winery tour on Saturday, April 20th, turned out to be a really lovely event! Yours truly, Joe Munsch, and Pat Shriver put the tour together – although I’ll readily admit Pat did the lion’s share of the work. With all the events we have planned this year, especially our humongous Western Regions Tour in May, I was really afraid we would have a very small turnout for this little one-day outing. However, we were delighted to see 13 people and five Packards for the day! The skies were overcast, but the forecast said no rain, so we took the weatherman at his word and everyone showed up in their Packards. Joe Santana and his granddaughter Kate Malueg were in his 1940 160 Convertible Sedan, Dennis Armstrong and Carol Simdorn were in their 1948 Custom 8, Ronald Wilson came along in his stunning 1934 Standard 8 Rumble Seat Coupe, Chris and Yoshiko Cataldo were in their recently acquired 1941 160 Touring Sedan and, of course, I showed up in my 1939 120 Convertible Coupe.

We convened at the faaaaabulous Peppermill Restaurant in Aloha and launched from there at around 10:30 AM to our first destination, Alloro Vineyards out on the edge of Sherwood. We did have one brief mishap along the way when a heater hose popped off its fitting and Dennis started losing coolant. A quick 10-minute stop rectified the problem and we were right back on the road. So much for using period correct hose clamps!

We arrived at Alloro and lined the cars up neatly along the edge of the vineyard before heading inside to start tasting wine. The fine folks at Alloro were well prepared and awaiting our arrival. We tasted a lovely Chardonnay and a few nice pinots while we enjoyed the wonderful view and each other’s company. There was a young chap there who I think does some marketing work for Alloro since he wanted to take pictures of the cars and post them on their Facebook page. Remember, in today’s world, it didn’t really happen unless you took a picture of it and published it on some form of social media! Anyhow, it’s a lovely winery and I do recommend you stop by and visit them when you have a chance. In the meantime, checkout Alloro Vineyard on Facebook.

Around 12:15 we made our way back to the cars and got on the road toward our next stop, Barrel 47 Restaurant in Carlton, for lunch. Pat had a lovely, scenic route laid out for us which avoided all the hustle bustle on Hwy 99. Turns out, it also happened to be the most direct route!

Winding our way on country roads to Alloro Vineyard





The flying lady on John Imlay's 1939 convertible surveys the pastoral charm of rolling hills around Cana's Feast Winery, Carlton, Oregon.

We arrived in Carlton around 12:45 and lined the cars up nose to tail right along the front of Ken Wright Cellars' tasting room. They did cut fine figures there and, fortunately, the sun was beginning to come out. That made me particularly happy since I had been driving with the top down and needed a semi-hefty jacket to keep warm. Barrel 47 was also ready and waiting for us and had our table all set up. We were a little bit earlier than planned, so it took them a few minutes

to get things going. It was a nice leisurely lunch with lots of chatter about a variety of things. If you're ever in Carlton and are looking for great pub food, Barrel 47 is the place to go. Good food and good service! By the way, if you're ever in the mood for a very nice dinner outing, there's a small French Restaurant in Carlton called Cuvee'. You'd probably never expect to find a fine-dining place like it way out in Carlton, but the food and wine list are terrific as is the service and atmosphere. I highly recommend it. But, this is not a wine country travel guide, it's a story about our day together, so I'll get back to it.



G.P. Joe with granddaughter, Santa Clara senior Kate Malueg, 22.



Items in front of you may appear closer than they actually are.

Backing into these spaces at Alloro Vineyard took a while and we hadn't even had our tastings yet.







After lunch, we moseyed, yes moseyed, back to the cars, spoke to some folks admiring them and then took a short, five-block drive over to Cana's Feast winery. Fortunately, this winery has a lot of acreage and green grass, so we were able to line the cars up out of harms way and with a lush, green backdrop. After a fair amount of photo taking, we sauntered, yes, we sauntered this time, over to the tasting room where again, they were ready for us.

Packard owners didn't drink and drive, only a fair amount of tasting. Proud to stand beside the Packards they parked without damaging anything: Coral and Dennis, Joe, John, Ron and Chris.

Now, as you probably know, the grapes that grow in the upper Willamette Valley are Burgundian varietals like Pinot Noir, Pinot Blanc, Chardonnay, Pinot Gris etc. So, most wineries you visit in the valley will only offer those types of wines. Our climate is not hot and dry enough to produce some of the bigger, bolder wines like Cabernet, Zinfandel, Syrah etc. Cana's Feast, however, sources some of their grapes from Eastern Washington and other warmer climates to produce Malbec, Sangiovese, Nebbiolo and other varietals. It was a welcome "feast" of non-pinot wines.



Left to right: Ron Wilson, Yoshiko Cataldo, Dennis Armstrong, and John Imlay, who, after only a few tastings, breaks out in song about how much bigger the flavor of Eastern Washington Malbec wine is over Pinot.

Ron Wilson and Chris Cataldo







They had a lovely, large patio where we congregated and again, chatted away as the tasting room chap stopped by every few minutes to pour us the next choice. Everyone seemed to enjoy the wines, the location, and the company.

PHOTOS BY KATE MALUEG

Tour Directors Joe Munsch and Pat Shriver had tasting fees waived.



Santana and Imlay contemplate the next issue of *Oregon Clipper*



Daily flights at Cana's Feast go one step better turning wine into money.

Chris and Yoshiko Cataldo





## Collapse of an Icon

UPDATE

Edited by John Imlay from *The Detroit Free Press*

The Packard Plant's famous bridge over East Grand Boulevard in Detroit collapsed Wednesday afternoon, January 23rd, covering the roadway that cuts through the iconic ruin with debris.

No one was injured when the bridge fell at about 3 p.m. Detroit Police quickly moved to cordon off the street.

The Packard Plant bridge, which once housed an assembly line, featured a long-broken clock and was a recurring image in photography books about urban ruins. It had been off-limits to tour groups in recent years amid concerns for its structural integrity. A graphic covering that depicted the bridge as it looked in the 20th Century was placed over the structure in spring 2015.

Most of the Packard Plant is owned by Spanish-born developer Fernando Palazuelo, who is gradually moving forward with a site redevelopment plan. Attorney Joe Kopietz, a spokesman for Palazuelo's company Arte Express Detroit, said Wednesday that Palazuelo hopes to see

the bridge reconstructed in the future. Kopietz said he did not know the precise cause of the collapse, but suspects that recent temperature swings between thawing and freezing had a role. In addition, over the years scavengers have removed sections of some of the interior structural supports to sell as scrap metal further weakening the structure and contributing to the collapse.

One challenge going forward, said Kopietz, is that the City of Detroit still holds title to half the bridge and the building directly south of it. City officials turned down past offers by Arte Express to buy that parcel, he said, which has slowed the pace of redevelopment.

Kopietz said the initial phase of the Packard Plant's redevelopment is focused on reopening the car company's administration building — just north of the now-collapsed bridge — as commercial space. However, that completion date will likely change to fall 2020 rather than this year, he said.



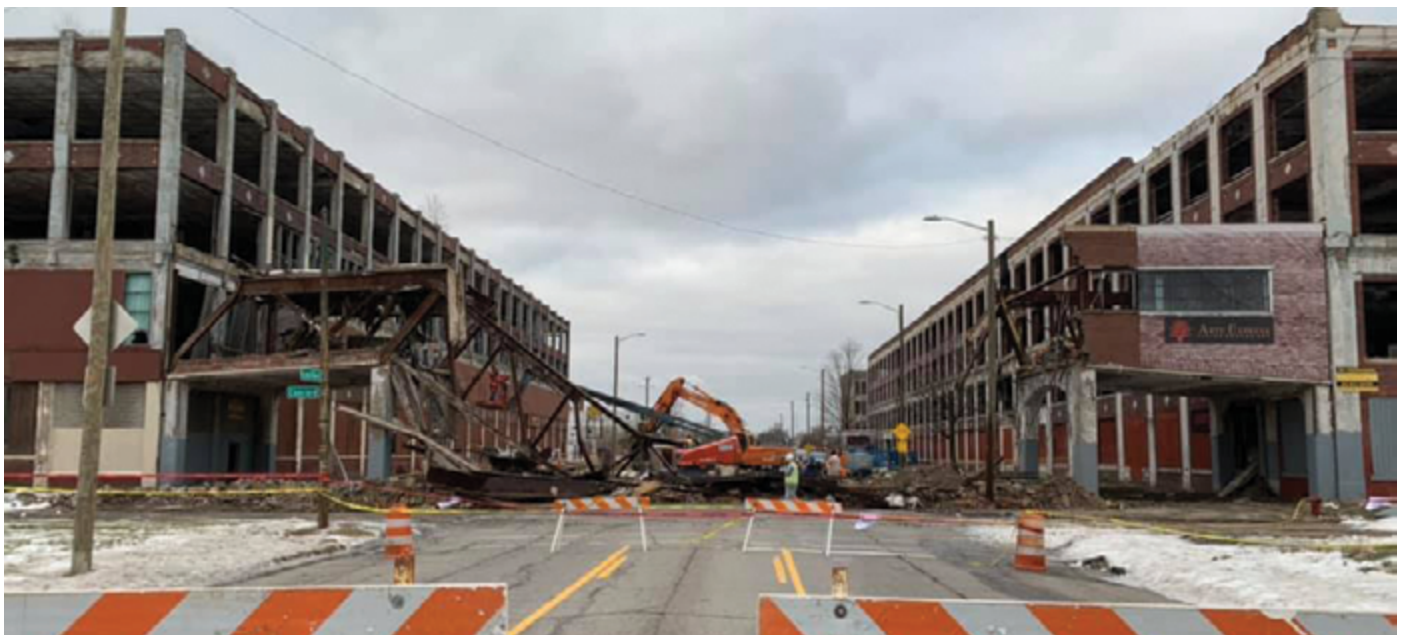


The bridge as it looked on the morning of January 24, 2019

The Albert Kahn-designed auto plant opened in 1903 and built its last Packard car in the 1950s. It lost most of its remaining industrial tenants in the 1990s, a period when the crumbling factory grounds became known for hosting lively rave parties. The brick-and-concrete bridge was about 150 feet long and 35 feet wide spanning East Grand Boulevard one story above the roadway.

Inspectors from the city's Buildings, Safety Engineering and Environmental Department and the Detroit Building Authority were on the scene after the collapse. Crews from BlueStar demolition have since removed the debris and separated what remains of the bridge from the buildings on either side.

Blue Star, Inc. demolition teams work to clear the debris from East Grand Boulevard.





# PACKARD AND THE POST

By David Charvet

Advertising is the life-blood of any automobile company. Despite the legendary story of James Ward Packard's secretary asking her boss early-on for a brochure to send to a prospective customer and then being met with the response that they should "Ask The Man Who Owns One," Packard eventually became a large advertiser in print.

In those days before radio and television, magazines were the medium used by national advertisers to reach prospective customers. For Packard, the magazine they favored most was The Saturday Evening Post.

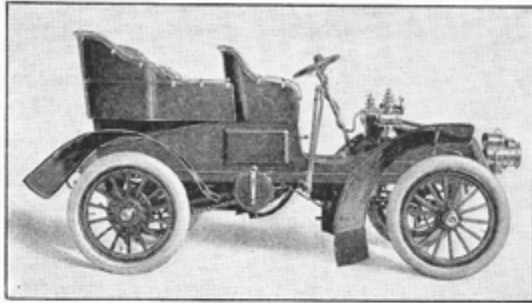
Founded in 1821, by 1897 the magazine was being published weekly and directed at a middle-class American readership. Content each week included fiction, non-fiction, cartoons and feature stories of current events. By the turn of the 20th Century, automobile advertisers began appearing within the pages of The Post, all touting their vehicles.

*POST...text continued on Page 17*



SATURDAY EVENING POST "Rumble Seat" cover, July 13, 1935. Illustration by Norman Rockwell





# PACKARD

## THE MACHINE AHEAD

It is one of the easy things in this business to make up a car with an attractive exterior. The painter can do wonderful things with his brush.

It is easier still to make a host of glittering promises about what the car will do.

Your first task should be to find out what its past record is and what it is doing every day.

We don't expect you to believe us when we tell you that, with the same care and attention, the PACKARD MOTOR CAR will give you better satisfaction than any other automobile made, but we do want you to

**"ASK THE MAN WHO OWNS ONE"**

because he knows and you will believe him.

**Seats Five People Price \$2500.00**

Write for Illustrated Catalog P

**Packard Motor Car Co., Warren, O.**

Packard's first ad in the Post: **PACKARD THE MACHINE AHEAD "ASK THE MAN WHO OWNS ONE"** April 25, 1903. Agency: W.S. Hill & Co.



606 miles of Michigan's sandy roads in less than one day with absolutely no repair, adjustment or replacement except one tire—is the world's record established by the 1907 Packard on May 31st.

THE RECORD			
LEFT	ARRIVED	ELAPSED TIME	RUNNING TIME
Detroit 12 Midnight	Chicago 11.00 A. M.	11 hrs.	10 hrs. 12 min. 40 sec.
Chicago 12 Noon	Detroit 10.50 P. M.	10.50	10 hrs. 33 min.
		21.00	20 hrs. 35 min. 40 sec.

Note the wonderfully consistent running. The elapsed and running times in each direction vary only ten minutes and nine minutes respectively on the two runs of 303 miles each. The average speed maintained throughout the entire 606 miles is approximately 30 miles per hour.

Price (in standard colors and equipment) **\$4,200 f. o. b. Factory.**

Special colors, Upholstery and Equipment, Extra.

**Packard Motor Car Co., Dept. E**

Member Association  
Licensed Automobile Manufacturers

Detroit, Mich.

New York Branch  
1340 Broadway

Durability ad: **PACKARD** Sept. 8, 1906 Agency: O.J. Mulford Adv. Co.

## BOSS OF THE ROAD

### A NEW PACKARD—THE "4-48"

This latest Six is the larger consort of the Packard "2-38." The "4-48" has all the refinement and luxury of the "2-38," plus a bigger margin of reserve power. Twenty styles of bodies, open and enclosed.

**THE DOMINANT SIX FOR EXTRAORDINARY SERVICE**

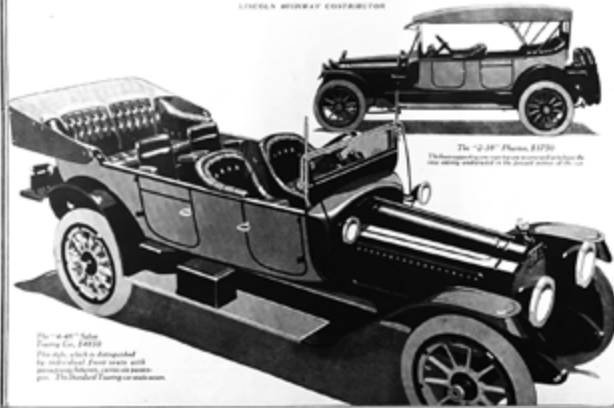
**THE PACKARD "4-48"**—Six cylinders, cast in two blocks of three. Bore, 4 1/2 inches; stroke, 5 1/2 inches. Wheelbase, 144 inches. Tires, 32 by 5, front and rear, run-able on rear. Seven-bearing crank shaft. Packard worn bevel driving gear.

Standard equipment of the Packard "4-48" includes Packard one-man top, Packard windshield, Packard-Bior electric lighting and starting system, Packard control board, speedometer and clock, power pump for inflating tires.

Catalog on Request

**PACKARD MOTOR CAR COMPANY, DETROIT**

LICHAUN BURNHAM CONTRIBUTOR



The "4-48" Sedan  
Catalog Co., 1914

The "2-38" Sedan, 1913

The Packard Motor Car Co., Detroit, Mich.

**BOSS OF THE ROAD** Feb. 14, 1914. Agency: Taylor-Critchfield Co.



**Economy!** Cheapest power is that which makes best use of Nature's Resources. With the gliding drive of a full rigged ship—plus a speed no craft ever had—the twelve agile and powerful cylinders of the Packard motor will carry you anywhere in greatest security and comfort—at least possible cost. The economical use of gasoline is one of the major advantages of the Twin-Six. There are twenty and more Packard body styles to select from. The prices are three thousand fifty dollars and upwards, at Detroit. The Packard Motor Car Company.

Ask the man who owns one

**Packard**  
TWIN-6

Twin-6 introduction: **ECONOMY!** April. 28, 1917. Agency: George L. Dyer Co.



# SINGLE-EIGHT

A New Production by  
PACKARD



Those who ride in a Packard Single-Eight invariably say it surpasses any previous motor experience.

The new engineering principles embodied in the Single-Eight mark it as a car apart from and above any contestant for comparison.

A single ride establishes new standards of appreciation—of fleetness, acceleration, flexibility and motoring luxury.

In appearance, the Single-Eight typifies the connoisseur's ideal of a superlatively beautiful motor car. Its

grace of line and brilliance of finish make it dominant wherever it appears.

The Packard Motor Car Company invites you to ride in this beautiful new car—to see for yourself that it exceeds in every way the previous best among fine cars.

Furnished in Your Distinguished Body Types, Open and Enclosed, at Prices Ranging from \$1,995 to \$2,995, at Dealer.



"The superior combination of all that is best in their cars."



ASK THE MAN WHO OWNS ONE

Performance—Performance is usually the first quality considered by the buyer of any fine car. Though comfort, beauty, distinction, and a host of other requirements must be satisfied—the motor car must first of all meet easily every demand of travel and traffic.

Packard performance is supreme. Closed car speed is the true criterion. Even the largest

of the improved Packard Six and Packard Eight closed models, fully loaded, ask no odds of any car built—either in traffic or on the open road.

The top speed of Packard cars is too great for safe use anywhere off a speedway. But the power is there—reflected in a new standard of traffic agility and hill-climbing ability—the marvel of new owners.

# P A C K A R D

Single-Eight introduction: SINGLE-EIGHT July 28, 1923. Agency: MacManus Inc.

First color ad: Performance Sept. 4, 1926. Agency: Bement, Inc.

ASK THE MAN WHO OWNS ONE



## Luxurious Transportation

A ride from the Italian Eight when you have the Italian's car, Packard, reveals for a lifetime into the Motor Car which transported in motor vehicles for night command.

Throughout the century—since before the dawn of history—man's imagination has ever conjured up new and more luxurious modes of travel. But it has remained for the last thirty years to provide a vehicle so silent, swift, luxurious

and beautiful that the modern reality surpasses the most marvelous flights of fancy the ancient knew.

Today the man of moderate means may easily own a finer personal conveyance than kings and emperors, with half the world their slaves, could command in ages past—faster than wealth could buy even a generation ago. Packard, after thirty years, has made today's most lux-

urious transportation available to all who appreciate and want the finest—who know that is the end it is the best investment.

For Packard builds nothing less than a Packard. And its world-wide reputation for supremacy has created a demand which makes the price of excellence now but little more than that of mediocrity. While long life and unshagging design make Packard ownership cost so more.

# P A C K A R D



Ask the man who owns one



To you who appreciate luxurious transportation Packard extends a cordial invitation to examine its remarkable New Series cars. You should do more than merely admire their beauty in the showroom. Inspect them critically. Drive them yourself. Ride in them as a passenger. For the new Packards are entirely new—new in everything save straight-ahead motor principle and the characteristic "Packard" appearance. Never before has Packard offered new models with so many new features and important improvements. Body lines are refined

and modernized. Interiors are newly insulated against sound and temperature—more luxuriously upholstered. Wheelbases are longer—travel wider. Power is greater, smoother. Transmission is Packard-built, four-speed, synchro-mesh. And outstanding among all improvements are the dash-controlled, adjustable hydraulic shock absorbers affording Ride Control—an exclusive feature. The new Packards are more beautiful, more distinguished than ever—and you will find them the easiest driving, most comfortable riding cars you have ever known.

# P A C K A R D

Luxurious Transportation Aug. 30, 1930. Agency: Bement, Inc.

Ask The Man Who Owns One July 18, 1931. Agency: Bement, Inc.



THE SATURDAY EVENING POST June 1, 1935

### WHAT THINGS APPEAL MOST TO PEOPLE IN YOUR NEW \$980 PACKARD?



**THESE TO MEN**

- Its Packard identity, seen in its look and
- Its fine mechanics and longer life
- The greater protection of its parts
- Its ability to traffic, its availability, its performance
- Its efficiency with gas and oil
- The power of its 120 h. p. straight-eight motor
- Its Packard lightness over coils
- Its Six-Pack's latest wheel suspension
- Its Six-Pack's hydraulic brakes
- Its greater freedom from lubrication and service needs
- Its low service costs
- The convenient finance plan through which it may be purchased

**THESE TO WOMEN**

- Its Packard identity, seen in its look and
- Its beauty and simplicity of line
- The ease with which you can get in and out
- Its remarkable riding comfort
- Its handling ease
- Its unusual convenience and interior luxury
- Its almost free operation of clutch and gears
- Its steel back seat floor, free from the usual "rattle"
- Its spacious luggage compartment
- Its individual-controlled ventilation system
- The safety of its battery-less body
- Its easy-opening parking brake
- Its economy of operation

**THIS TO EVERYBODY**

In "fourth dimension"—the pleasure and pride of possession a Packard brings to the family who drives one.

**ASK THE MAN WHO OWNS ONE**

**PACKARD 120**  
**\$980 to \$1095**  
*Best prices at dealers—includes necessary equipment*

WHAT THINGS APPEAL MOST TO PEOPLE IN YOUR NEW \$980 PACKARD? June 1, 1935. Agency: Young & Rubicam Inc.

Packard's first Post ad appeared in the April 25, 1903 issue. It was a quarter-page in size and featured a photograph of a Model F (the same model Tom Fetch would drive coast-to-coast a few months later), with the headline "PACKARD: The Machine Ahead." At a \$2500 price tag (equivalent to over \$65,000 today,) convincing readers to buy one was a bigger uphill climb than anything encountered by Fetch on his cross-country jaunt.

Early ads promoted the durability and quality of Packard. After all, automobiles were still considered to be noisy novelties by many. Packard cars participated in many endurance runs and races, which were promoted through about 1910, by which time, engineering quality became the keynote.

By 1915, with the introduction of the twelve cylinder "Twin Six" series, Packard was positioning itself at the top of the luxury car market, and out of the reach of many readers of The Post. However, following World War I, as the 1920s began to roar, Packard introduced their Single Eight (the basis for practically all future Packard engines through 1954) with models that appealed to a wider market of upper-middle-class buyers.

Packard wanted to appeal to an educated clientele who could compare brands and realize that the cars rolling out of East Grand Boulevard in Detroit were, in fact, the world's best. Coincidentally, by the mid-1920s, The Saturday Evening Post was the most widely circulated weekly magazine in America. Editor George Horace Lorimer featured works by such renowned writers as Jack London, F. Scott Fitzgerald, Sinclair Lewis, Dorothy Parker, John Steinbeck, Ogden Nash and Carl Sandburg in The Post. Adding to the appeal were illustrations by such artists as N.C. Wyeth, John Philip Falter and most famously, Norman Rockwell, who Lorimer discovered in 1916. Eventually, Rockwell went on to paint 300 covers for The Post, some with automotive themes.

1926 saw the first use of color in Packard's ads. This opened a whole new vision of luxury in their offerings in The Post. Such headlines as "For a Discriminating Clientele" and "Luxurious Transportation" along with images of exotic locales, brought readers the dream of the fine things a Packard could help one achieve.

But by the early 1930s, with the world mired in the Great Depression, Packard had to literally downshift its ads in The Post. With 25% of the American workforce unemployed, the dream of Packard ownership was simply out of reach for many of their readers. So, when the 120 series was introduced in 1935, it was done so in a fashion that was completely unlike Packard's ads of the past.

POST...text continued on Page 19

THE SATURDAY EVENING POST

### THREE AMERICAN FACES YOU KNOW AT A GLANCE



**A** 1935 Packard presents to the world one of the proudest and most distinguished lines that ever graced a motor car.

That isn't just a Packard claim. It's the verdict of all America. For, in a recent poll of public opinion, Packard got more votes as America's most beautiful 1935 car than any other make.

And Packard is probably the one motor car line that you can recognize without benefit of nameplate.

Again this year, Packard has preserved its own most beautiful beautiful lines. Certainly, Packard has made style changes. But it has made these changes with consideration for its family of owners.

That is why no man with a year-old Packard is in the uncomfortable position of driving an out-of-date car. That is why every "man who owns one" has a modern car that still looks like a Packard.

Think about this before you buy a new car. Then go to your Packard dealer and drive a new Packard Six or One Twenty. You'll have a feeling of complete security you've never experienced in a car before. And you'll know from first hand experience that a Packard is a better-built car.

Best of all, you'll find these beautiful, beautiful cars are surprisingly easy to own and run. You can be "the man who owns one."

**ASK THE MAN WHO OWNS ONE**

**PACKARD SIX & 120**  
*When you drive a Packard, the whole world knows it's a Packard*

THREE AMERICAN FACES YOU KNOW AT A GLANCE JAN. 14, 1939. Agency: Young & Rubicam Inc.



THE SATURDAY EVENING POST November 21, 1941



One of the two brilliant new versions of Clippers styling for 1942—The Clipper Custom Club Sedan. Two choice of engines—6 or 8—for only \$15 difference.

**Beauty made to look out of — as well as at !**

**LOOKING AHEAD?** WHEN AT IT—just now? And you're under its spell? Then stop to look out. You'll realize how much of the outside world you've missed in other cars. For the Clipper's line, stunning beauty was designed to do more than draw crowds. It increases your range of vision. And that low, sleek styling—streamlined right down to the real Faberway finish—puts practical demands. It enables the Clipper to buff through the air with 17% less wind drag. This saves you gas. Scientifically tested against last year's thirty Packard car custom designed in its own right: the Clipper saved 12% to 16% more economical on gasoline!

Equally as important are the extra miles and extra years built into every Clipper car we sell. Nothing changed! Look these cars over carefully inside and out. Better yet, drive one. Packard is building fewer cars, to conserve on defense materials, but you'll agree Packard is building them right... building them for the "long pull".

Shoppers the Clipper—powered at your Packard dealer's... and you'll agree you're kept!

**ASK THE MAN WHO OWNS ONE**

**1942 PACKARD CLIPPER**

**AT NEW LOW PRICES! CLIPPER STYLING IN ALL PACKARD LINES**

**ELECTROMATIC DRIVE SIMPLIFIED DRIVING WITH NO JERK—NO SLIP—NO CREEP**

**ASK ANY OWNER** about Packard's new optional Electromatic Drive—how practical, and how easy to drive—especially in the city. A practical "new" that gives the most!

Beauty made to look out of — as well as at ! Nov. 22, 1941. Agency: Young & Rubicam Inc.

THE SATURDAY EVENING POST October 17, 1942



**Born to come out on top!**

**Its name: Warhawk.**  
**Its number: P-109.**  
**Its habit: SHOT! SHOT! SHOT! for it to say. If bullets are not going into action against the enemy!**  
**Its character: It is the newest, fastest, most potent member of the fighting Curtiss family of pursuit planes—that's a family tree that includes such famous Kittyhawks and Yanks.**

**The power behind the scene**  
 The Warhawk is a fast climber. She can take off and soar to an altitude of better than 30,000 feet in jig time. In high altitude battles, she is born, and built, to come out on top. And the terrific power that gets her up in a hurry comes from a team of top performers. The engine is a Boffey-Brewer, built by PACKARD.

This Packard-built Boffey-Brewer engine that powers the R.A.F.'s famous Spitfires, and has helped the "Spits" down the best planes the Axis has to offer. In fact, you can swap an American and a British engine, and the pilot will never know the difference.

Packard is no newcomer to airplane engineering. Packard made the famous Liberty motor in World War I. It built motors for the aircraft divisions of both Army and Navy between wars. It built the airplane-type engines for "Miss America" and other famous sports.

No wonder Packard could tackle mass production of the Boffey-Brewer engine and do this difficult job with the skill of experience. Rough! Packard is delivering these precision engines at a rate that's had news for the Axis!

**An important by-product**  
 Making these Boffey-Brewer engines—and engines for the P-109s—is also teaching Packard things that can make fine motor cars even finer. Precision power is the war cry at Packard these days—and it will continue to be when cars are made again. You can expect your Packard of the future to be better than ever—and it will be.

**ASK THE MAN WHO OWNS ONE**

**PACKARD FOR PRECISION POWER**

War Years ad. Born to come out on top! Oct. 17, 1942. Agency: Young & Rubicam Inc.

THE SATURDAY EVENING POST



Shown: 1949 Packard Eight, 120 HP Sterling Sedan.

**3 Guesses—**  
**What's the price of this '49 Packard?**

**Clue No. 1:** It's as distinctive for performance as it is for its grand Packard styling. Powered by a new "four-litre" 120 HP straight eight engine... an engine famed for quietness, smoothness. Crafted by a costly, "self-controlling" suspension system... the secret of Packard's incomparable "limousine" ride. You'll find exclusive features everywhere you look... and you'll guess the price must be above your reach. (But is it?)

**Clue No. 2:** Its mechanical durability matches its long style life. For 40 of all the Packards built during the last 40 years, over 90% are still in service! Many have sailed up individual records of more than 100,000 miles. (Don't you guess high on the price...?)

**Clue No. 3:** Packard quality is the finest ever. Proud Dealer records show that the service needs of the new Packards are the lowest in our entire history of building fine motor cars. (No wonder you'll guess high on the price of this Packard.)


**Answer:** With all its new advancements—all its enduring, precision-built character—the 120 HP Packard Eight 4 door Sterling Sedan is priced low enough for you to afford to make new thousands of happy cars. "This year, I'm going to be the man who owns one!"

**\$2299\***  
 \*Excludes tax, license, title, and optional equipment. Dealer's price \$2149. Dealer's price with 132 1/2 miles.

**PACKARD** ASK THE MAN WHO OWNS ONE

3 Guesses April 9, 1949. Agency: Young & Rubicam Inc.

THE SATURDAY EVENING POST



Shown: 1951 Packard Convertible—one of three all-time models.

**Pride of Possession is Standard Equipment**

How can we put a price tag on your neighbor's look of envy... or on your own feeling of well-being... as you drive your new 1951 Packard home for the first time?

We can't, of course. So—Pride of Possession is Standard Equipment. Like the exclusiveness of Packard beauty—and the proved superiority of Packard engineering—you can't buy a new 1951 Packard without it. And you never can match it—no matter how much you may be willing to pay—in any other car!

**It's more than a car... it's a**  
**PACKARD**  
 ASK THE MAN WHO OWNS ONE

Pride of Possession is Standard equipment April 28, 1951. Agency: Maxon Inc.



# The New PACKARD

WITH EXCLUSIVE TORSION-LEVEL RIDE



Discover for yourself... nothing on earth rides like a Packard!

Across America there is tremendous acclaim for the distinguished styling, the luxurious elegance of the new Packard. But only when you drive it, will you get a true picture of the greatness of this new car in the fine car field.

The exclusive Packard Torsion-Level Suspension system eliminates conventional springs and utilizes torsion action to smother road shocks. The roughest roads become velvety smooth and the fatigue factor of travel is reduced to a minimum.

In the new Packard you see the road but never feel it!

The new Packard has the world's most powerful V-8 engine... 275 horsepower in the Caribbean, 260 in the Pacific and Four Standard models. Linked to the engine is the new Packard Twin Ultrasonic Transmission—two drives in one—with fingertip choice of shifting gateway or smooth cruising glide.

Imaginatively styled... elegantly upholstered... distinctively color harmonized... the new Packard is designed to reflect your pride in the finest! Your Packard dealer will be happy to place the keys to a new Packard at your disposal. Call him now... drive the new Packard and let the ads decide.

The New PACKARD April 9, 1955. Agency: Ruthrauff & Ryan, Inc.

Studebaker-Packard introduces the new age of functional elegance!



## PACKARD CLIPPER, Supercharged for '57

Functional and elegant—here's where the best of two automotive worlds meet—the best of the fun-to-be-driving feeling you get from nimble cars with their dashing performance and easy handling...the best of the luxury, comfort, elegance you find in the finest of fine cars. This is the new Packard Clipper—with a built-in supercharger—and it's considerably priced. See and drive it, at your Studebaker-Packard Dealer's now!



Studebaker-Packard CORPORATION

Where pride of Workmanship comes first!

Last ad: PACKARD CLIPPER, Supercharged for '57 Feb. 2, 1957. Agency: D'Arcy Advertising Inc.

For the first time, price was featured. A "\$980 Packard" was unheard-of just a few years before. Now Packard was competing with mid-level cars such as Pontiac, Buick, DeSoto, Hudson and Nash. These were all prime advertisers in The Post, so Packard let the competition have it with both barrels. The 120's and later 6-cylinder 115's and 110's helped save the company from collapse, and it was due in large part to the advertising in The Post.

The Clipper, introduced in mid-1941 as a four-door sedan, added a two-door sedan for 1942. The announcement ad, top left, ran in November, a month before Pearl Harbor. During World War II, although cars were unavailable, Packard continued to promote the brand and their quality with reference to their aircraft and marine engines that would help America and the allies win the war.

The postwar boom saw readership of The Post continue to rise, and Packard remained loyal to the publication through the introduction of the new 23rd series of 1948-49, through the changing styles of the early 1950s and on to the mid-50's V-8's and the merger with Studebaker.

After 54 years and over 800 advertisements, the last image of a Packard in the Saturday Evening Post was in the February 2, 1957 issue. It was a full page in color showing a model leaning against a new supercharged Clipper. The ad touted luxury, comfort and performance just as the first ad had done in 1903. If anything, Packard was consistent with their image.

The Saturday Evening Post saw readership decline during the 1950s, and in 1963 the publication schedule was reduced from weekly to biweekly. Curtis Publishing closed The Post with the February 8, 1969 issue.

By 1971, publication was resumed, and over the following years, with several changes of publishers, continues today both in print (6 times a year) and regularly online as a non-profit at SaturdayEveningPost.com, where an archive of every past issue back to 1821 may be found.

(The Packard ads from "The Post" that accompany this article are all from the collection of Packards of Oregon member, the late George Riehl. George spent many years gathering a near-complete archive of the 800+ Packard ads run from 1903-1957. Thanks to George's family for their inclusion with this article.)

## John Cunnell

for *Old Cars Weekly News*  
& Marketplace, 10/19/2017  
[www.oldcarsweekly.com](http://www.oldcarsweekly.com)  
Edited for *Oregon Clipper*

# Cool Down, Papa. Don't you blow your top!

**There's an Oregon company specializing in radiators.**



If your Packard has cooling problems when you tour this summer, this coming fall or winter may be the perfect time to take care of that radiator with a restored unit or perhaps a custom-built unit.

Repairing a radiator for a Ford or Chevy is one thing, but building a radiator that fits into a 1929 Packard is another matter. Mitch Garrett of Radiator Supply House ([www.radiatorsupplyhouse.com](http://www.radiatorsupplyhouse.com)) in Sweet Home, Oregon, claims to be able to fix or build a radiator for any car or truck.

"The folks who work for me bill me as the old man," Garrett said during an American Truck Historical Society's ([www.aths.org](http://www.aths.org)) convention. "I've been doing radiators since 1976."

Garrett previously owned a heavy equipment industrial radiator shop in Medford, and raised his boys in

the radiator repair business. "I realized we could do more specialty radiator work," he said. "I've always got ideas, so we started Radiator Supply House as a nationwide warehouse."

Over time, business took off. "We always used to custom manufacture radiators," Garrett explained. "Now that radiator fabrication for old cars and old trucks has turned into a large, growing business with many niches, my older son Will started Ice Box Performance to serve the performance niche in the radiator business."

"Some people want older radiators restored and some people don't have an older one, but they have a vehicle, so we manufacture one for them. Some rat rodders put turbo diesels into old pickups and want to know how to get a radiator for them. We build one that works and bolts in the factory location."





Front and back of custom fitted radiator



At the yard with a 1941 Packard

A man that Garrett was working with owned that 1929 Packard and sent him many photos of Packard radiators.

“He wanted his radiator restored to original, which we can also do. So, it depends on the individual. They have their rigs and some are stock and some are performance out. We match what they have and build them radiators. Restoring radiators to original is something we absolutely do. We go to old-car swap meets to buy all the antique radiators. We went to the Portland Swap Meet and picked up 61 radiators. I remember some really cool ones from different antique cars — Essex, Oakland and Packard.”

Garrett noted that antique car radiators are different from newer, high-pressure radiators. But, pressure works against the seams and joints in a radiator. With more pressure and vibration, they’re going to come apart sooner.”

According to Garrett, automakers run 16-pound radiator caps today. “They can go to a lot smaller top tank made of plastic,” he noted. “The old ones, with no pressure, of course, they last longer. A lot of those are restorable because of that. However, if you have a radiator with the old cell-type cores — diamond cell, hexagon cell, octagon cell, square cell and cellular — I priced out the core for that Packard and it was \$3,000. That’s just to get it in our shop, and then we have to take that all apart, restore all the pieces, and put it all back together. That’s going to be another \$1,000.” That comes to a total cost of \$4,000.

“It’ll be nice,” Garrett pointed out. “But, the only way you’re going to get there is by opening up your wallet. “However, I can restore that same radiator with a vintage-looking radiator that has straight-fin cores, like a Model T Ford had in the same era. With that option, you get a vintage look and now you’re talking a price that drops down by two thirds.”



Radiator Supply House has an inventory of original radiators, including Packard.

Garrett said that his 40-person staff can build many radiators, from one that fits the smallest car to one that fits the largest semi truck, in vintage or modern style. Radiator Supply House has even built radiators that are 9 ft. tall and 18 ft. wide. “We build radiators for motorcycles and everything in between,” Garrett said. “Six employees work on the layout bench and they do all the custom stuff.”

A man who came up to the Radiator Supply House booth at the ATHS show needed a radiator for a 1937 Diamond T truck.

“We will build an all-aluminum unit for that,” Garrett explained. “It will be polished aluminum and will fit right back into the original factory location, It will have all the cooling power he needs and it will work with the modern turbo diesel engine that he’s going to put into his old truck. One side will be a diesel for the turbo cooler; one side will be the radiator. It’ll all fit



Mitch Garrett of Radiator Supply House ([www.radiatorsupplyhouse.com](http://www.radiatorsupplyhouse.com)) in Sweet Home, Ore., claims to be able to fix or build a radiator for any car or truck.



Will Garrett fabricating an Ice Box Performance radiator that fits perfectly into the stock radiator’s location.

into the factory location. It really cleans up the rig and makes it look a lot nicer than putting it under the cab and trying to vent the turbo. It will look sanitary.”

While Radiator Supply House caters to custom street rods, trucks and motorcycles, if you want the reliability of new or concours perfection, The Brassworks in Paso Robles, CA ([thebrassworks.net](http://thebrassworks.net)) is the place for honeycomb or any specialized, true vintage cores. They have Packard radiators from 1909 to 1956. A brand new 1940 radiator, for example, is \$1,000.

A more convenient source is the Les Schwab of radiators. Mac’s Radiator ([macsradiator.com](http://macsradiator.com)), with five Oregon locations. They can rebuild trashed original radiator tanks and add new cores with warranty for well under \$1,000.

Oregon is a cool place for cooling down.





Watch website, email, and monthly meetings for details. Monthly meetings are at the Peppermill Restaurant, Aloha, OR. Dinner around 5:30 PM, meeting at 6:30 PM.

## Calendar of Events

**May 14, 2019**

**Monthly Membership Meeting**  
Peppermill

**May 16-18, 2019**

**Western Regions Tour**  
Sponsored by Packards of Oregon  
Southern Oregon

**June 8, 2019**

**Crystal Springs Rhododendron Tour**  
Matthews Memory Lane

**June 11, 2019**

**Monthly Membership Meeting**  
Peppermill

**June 16, 2019**

**Annual Strawberry Social with CCCA**  
Mt. Tabor Park

**July 9, 2019**

**Monthly Membership Meeting**  
Hillsboro Tuesday Market  
Downtown Hillsboro, OR

**July 20, 2019**

**Forest Grove Pre-Concours Tour**  
Forest Grove, OR

**July 21, 2019**

**Forest Grove Concours d'Elegance**  
Pacific University Campus  
featuring "120 Years of Packard"

**July 21-27, 2019**

**PAC National Meet**  
West Lafayette, IN

**August 13, 2019**

**Monthly Membership Meeting**  
Peppermill

**August 24, 2019**

**20th Lake Oswego Car & Boat Show**  
George Rogers Park  
Lake Oswego, OR

**September 10, 2019**

**Monthly Membership Meeting**  
Peppermill

**September 22, 2019**

**Jordan Road Chicken Run with CCCA**  
Our Lady of Lourdes,  
Scio, OR

**October 8, 2019**

**Monthly Membership Meeting**  
Peppermill

**October 26, 2019**

**Annual Pumpkin Tour**  
TBD

**November 10, 2019**

**Historic Sites Tour**  
TBD

**November 12, 2019**

**Monthly Membership Meeting**  
Peppermill

**December 1, 2019**

**Annual Holiday Dinner**  
TBD



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