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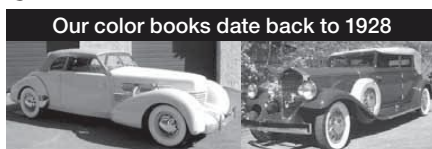
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While the bucket list of cars that I must drive has gotten smaller as the years have passed, there are still several truly significant automobiles that I'm just itching to experience.



## Cars Never Driven

Recently I had a conversation with our contributor Walt Gosden regarding his newly purchased 1930 Packard that is being readied for the road. He told me: "I can't wait to drive it; everyone I talk to says that the 134.5-inch wheelbase Standard Eight Packards are the nicest cars to drive." When I admitted to Walt that I've never driven a prewar Packard before, or even a postwar Packard, he was shocked. And rightly so, as many people believe that editors of collector car magazines have driven most, if not all, of the great automobiles, but that simply isn't so.

Through the years, I have driven many interesting American cars, along with all sorts of British and German sports cars. Some were

outstanding, while a few were less than noteworthy. Some of the more memorable cars that I've been fortunate to have driven were a 1930 Oakland V-8 Roadster, 1931 Model A Ford Phaeton, 1935 La Salle Convertible Coupe, 1940 Buick Roadmaster convertible, 1949 Jaguar XK-120 roadster, 1957 Cadillac series 62 convertible, 1962 Corvair Monza station wagon, 1965 Pontiac GTO with Tri-Power, 1965 and '66 Shelby G.T.350 Mustangs, a 426 Hemi-powered 1967 Plymouth GTX, a 1984 Ferrari 308 GTS Quattrovalvole, and an extremely rare aluminum-bodied Austin-Healey 100S. But none was more fun than the original Mini Cooper I once drove. To say it was like driving a full-size slot car would be the best description.

While some of the late-model high-performance cars that I had the pleasure to pilot included a Viper GTS and a BMW Z8, it was a ride in an authentic 427 Cobra that really showed me what massive torque and an incredible horsepower-to-weight ratio truly feels like when accelerating at full throttle—wow! And I certainly will never forget my ride in the 1909 Alco that won the Vanderbilt Cup back in the day. On the forever crowded roads of Long Island, for once I was glad I wasn't the one doing the driving.

Yet, the one car that I never would have thought that I would enjoy driving the most would be a Hudson. More specific, it was a 1954 Hudson Super Wasp Club Coupe that belonged to Illinois Hudson collector Robert Hoyle. After our photo

shoot, Robert handed me the keys and told me to go take it for a spin. I jumped at the chance because not only had I never driven a Hudson before, but I always wanted to experience the step-down experience. And what a driving experience it was. With just the right amount of power, and an easy-to-operate column-mounted shifter, the Hudson's handling characteristics were comparable to that of a sports car. It not only hugged the road better than most and steered oh-so nicely, but it had a rare,

reassuring feeling about it; its seating position was perfect. It's the kind of old car that would give me great pleasure to drive daily. Yes, it was that enjoyable. And I've been wanting to own one ever since that unforgettable drive.

While the bucket list of cars

that I must drive has gotten shorter as the years have passed, there are still several truly significant automobiles that I'm just itching to experience. They are: Ford Model T; 1963-'67 Corvette with a big-block; a Bill Thomas Cheetah; 1970-'72 Corvette LT-1; an early Studebaker Avanti; 1966 Ford Fairlane GT; 1958 Buick Roadmaster; Cadillac V-12 and a V-16; any Lincoln V-12; 1956-'57 Continental MKII; 1968-'69 Dodge Charger; 1954 Lincoln Capri; 1970 Plymouth GTX and Superbird; any of the Chrysler 300s, especially the C300, 300F, and 300L; 1963 Pontiac Grand Prix with a 421; an original Ford GT40; 1965 Buick Riviera; 1967-'68 Pontiac Firebird OHC Sprint; each of the 1955-'63 Thunderbirds; any Franklin and Pierce-Arrow; a Cord 810-812; an AMC Pacer; Corvair Corsa; and a 1968-'70 AMX 390.

As to European cars, any prewar Bugatti, Alfa Romeo 6C 2500 SS, Lotus Elan 2+2, Lancia Stratos and Fulvia, Ford Cortina MKII, Triumph Dolomite Sprint and, more than anything else, a Lancia B20 coupe. Oh, and a Jaguar XKSS, of course.

As to that Packard, Walt kindly offered to let me drive his 1930 model as soon as it's ready, which I hope to do sometime this summer.

So which five cars top your bucket list of "must-drive automobiles?" Let us know. 🐞



Write to our executive editor at [rlentinello@hemmings.com](mailto:rlentinello@hemmings.com).



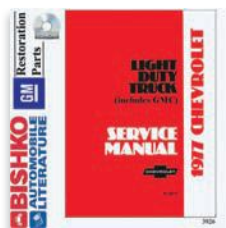


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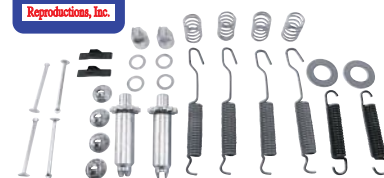
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## Tacoma Drop-Tops

**LEMAY—AMERICA'S CAR MUSEUM, LOCATED IN TACOMA, WASHINGTON, BRINGS** you a summer exhibit featuring American convertibles. It kicked off April 21 and will run through the summer season in the museum's Route 66 Gallery. In keeping with celebrating the illustrious Route 66 that helped shape transportation across America, the cars on display will range from 1955 to 1968 models and will feature many iconic classics like Bel Airs and Thunderbirds, as well as other rarities such as the 1955 Packard Caribbean. This is a part of LeMay's Summer Drive Series, which will feature other themed exhibits in the museum's 165,000 square-foot facility. For information on all exhibits and activities, visit [www.americascarmuseum.org](http://www.americascarmuseum.org).



## Cadillac Clamoring

**THE VALLEY FORGE AND** Potomac Region of the Cadillac LaSalle Club will be hosting this year's Grand National Meet centered around McLean, Virginia, in the Washington, D.C., area. The event is scheduled to take place July 31-August 5 and will fea-

ture tours, seminars, and an indoor and outdoor flea market. Cadillacs will gather for judging as well on August 5, and keep in mind there is a limited amount of room for the event. Tentative tours feature major attractions around the nation's Capitol, including the Smithsonian, Mt. Vernon, and various monuments. For full itinerary and hotel information, visit [www.vfrcl.org/2017gn.html](http://www.vfrcl.org/2017gn.html).

## San Diego De Sotos

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August 23-27 as the National De Soto Club Convention will take place in San Diego. Tours include trips to the *USS Midway* Museum; Cabriollo National Monument, including the Point Loma lighthouse and Crown Point in Mission Bay. Saturday the 26th will be the main car show at the host hotel, The Mission Valley Crowne Plaza, and will be accompanied by a swap meet, parts exchange, and raffle. For registration information and a full rundown on area activities, visit [www.desoto.org/convention](http://www.desoto.org/convention).

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A man and a woman are standing next to a classic green Jaguar XKSS convertible. The man is standing by the rear of the car, and the woman is standing by the front. They are in front of a large, two-story stone house with a prominent chimney and arched windows. The car is parked on a cobblestone driveway. The overall scene is a lifestyle advertisement for Hagerty, emphasizing the care and maintenance of classic cars.

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## Stretched Packards

**DOWN IN TULSA, CARL HIBBERD HAS BEEN KEEPING AN EYE ON A COLLECTION OF** about three dozen Fifties-era Packards in varying states of decay. While an impressive assemblage, the sight of not just one, but two limo-length Packards parked amid the group, caused us to pause.

Now, Packard didn't build limousines from the factory in the mid-Fifties, and we hit the books to confirm as much. But we do see that Henney, a coach-builder long associated with building Packard professional cars, did stretch a few Packards in 1953

and 1954. Specifically, Henney built 150 executive sedans and corporate limousines in 1953, and 100 executive sedans and corporate limousines in 1954. Hard to tell exactly what year these two are without a closer look.

Given the low production numbers, it's pretty remarkable to see these two Packards back to back. Here's hoping they get restored some day.



## Wheelie Interesting

**HARRY CARTER FOUND THIS OLD WHEELCOVER IN A GARAGE, CLEANED IT UP,** and hung it on a wall of his own garage—as we're all likely to do.

Except Harry can't figure out what sort of car it once adorned.

"I've looked at all car logos that I can find on the Net, but can't come up with a match," he wrote. "Presumably it came from a quality marque, and from its 15-inch size it might not be that old."

One possibility: It came not from a carmaker but from an aftermarket company like J.C. Whitney. Though we can't say anything for sure here. Ideas?



## RE: Douglas/Cord

**SOMETIMES WE GET TONS OF RESPONSES TO THESE** items, sometimes only one. The photos of Vince Martinico's streamliner fall into the latter category, but it's probably the only response we need. Warren Jones of Mulino, Oregon, recalled the car from his visits to his grandmother's house in postwar Los Angeles:

"The owner of the car was indeed Donald Douglas, but Jr., not the father. He apparently designed the vehicle, and it was built in the Santa Monica prototype shop at Clover Field, around 1936 or 1937.

"My memory was the engine was likely a Lycoming, but may have been changed out to a Franklin, and I think Mr. Douglas told me they had tried other engines. He never showed me the interior. The exterior was skinned with 2024 'Duraluminium' used in aircraft, and was painted (what I remember being a light gray) to resist corrosion, as the salt atmosphere in the area corroded rapidly. It left the area when I was in college about 1960. Jim Talmadge (my mentor and longtime friend) and I tried to buy it, but it 'was not for sale at any price.'"

Thanks, Warren! We've connected Warren and Vince, and Vince reports that he's gotten the streamliner running since we last saw it.



Recently discovered a unique or noteworthy classic car? Let us know. Photographs, commentary, questions and answers should be submitted to **Lost & Found**, c/o **Hemmings Classic Car**, P.O. Box 196, Bennington, Vermont 05201 or emailed to [dstrohl@hemmings.com](mailto:dstrohl@hemmings.com). For more **Lost & Found**, visit <http://blog.hemmings.com/index.php/category/lost-and-found/>.





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## Houston Highlights

**MECUM FINISHED UP A SUCCESSFUL** auction in Houston this past April, with sales reaching over \$21.7 million and a 70-percent sell-through rate. Among those cars to find a new home was this 1938 Cadillac Series 90 Fleetwood Convertible. Apart from a single repaint, much of the car was still original, including interior parts such as the door panels and carpeting as well as the divider and window. The black-on-black Fleetwood sold at \$32,000. For all results from the Houston auction, visit [www.mecum.com](http://www.mecum.com) and look for Mecum at Monterey this year August 16-19.



MECUM



BARRETT-JACKSON

## Barrett-Jackson Palm Beach

**WRAPPING UP ITS 15TH ANNUAL PALM BEACH AUCTION, BARRETT-JACKSON BROUGHT IN AN** impressive \$20.5 million in sales, with a 99.4-percent sell-through rate. As always, there was a large variety of cars at this year's event, including this very affordable 1953 Plymouth Cambridge. Owned by two families, it had resided in Southern California its entire existence. After 60-plus years, this well-maintained Plymouth saw a final sale of \$9,900, making it one of the best buys of the entire auction. All sales results are available at [www.barrett-jackson.com](http://www.barrett-jackson.com).

## AUCTION PROFILE

**THE 300G WAS THE EMBODIMENT OF** power in a luxury automobile and was also the last letter car of Virgil Exner's "Forward Look" era. Capable of reaching 60 mph in just over eight seconds, only 337 convertibles were built. The 1961 300G saw minor grille, headlamp, and rear end changes, but after 1961, the 300 series would see an end to the bold and decadent styling that had become a trademark of late 1950s and early '60s American cars.

This 300G was fully documented by the 300 Registry and was powered by the 413-cu.in. 375-hp engine and automatic transmission. It was said to be just one of six known factory-painted black 300G convertibles. It had a host of features including swivel bucket seats, front-to-back console, power windows, steering and brakes, Sure-Grip differential, and console tachometer.

Its selling price was well within the current value of 300Gs in similar condition, thus both buyer and seller made out well.



AUCTIONS AMERICA

**CAR:** 1961 Chrysler 300G Convertible  
**AUCTIONEER:** Auctions America  
**LOCATION:** Fort Lauderdale, Florida  
**DATE:** April 1, 2017

**LOT NUMBER:** 535  
**RESERVE:** None  
**AVERAGE SELLING PRICE:** \$90,000  
**SELLING PRICE:** \$105,600



# AUGUST

## 2 • Rich Penn Auctions

Des Moines, Iowa • 319-291-6688  
www.richpennauctions.com

## 3-5 • Mecum Auctions

Harrisburg, Pennsylvania  
262-275-5050 • www.mecum.com

## 16-19 • Mecum Auctions

Monterey, California • 262-275-5050  
www.mecum.com

## 17-19 • Russo & Steele

Monterey, California • 602-252-2697  
www.russoandsteele.com

## 18 • Bonhams

Carmel, California • 415-391-4000  
www.bonhams.com

## 18-19 • Gooding & Company

Pebble Beach, California • 310-899-1960  
www.goodingco.com

## 18-19 • New England Auto Auction

Owls Head, Maine • 207-594-4418  
www.owlshead.org

## 18-19 • RM Sotheby's

Monterey, California • 519-352-4575  
www.rmsothebys.com

## Pebble Beach Pentathlon

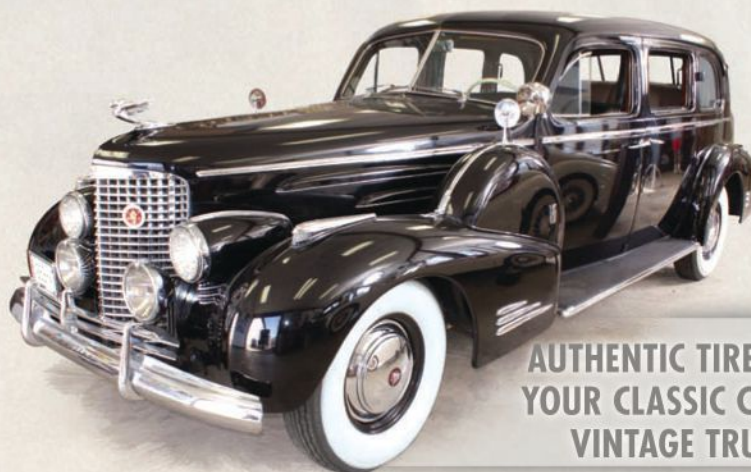
**FIVE MAJOR AUCTIONS ARE SCHEDULED TO** take place during the Pebble Beach Concours d'Elegance weekend in the Monterey area this August 17-19. Mecum, Bonhams, Russo & Steele, RM Sotheby's, and Gooding & Company will offer automobiles representing all eras and conditions over the weekend's festivities. Consignments are still being accepted at all of the auction houses, so visit each website for more information. Centralized coverage will also be available on the Hemmings Daily at [www.hemmings.com/blog/](http://www.hemmings.com/blog/), where you can also sign up for a free email blast of Hemmings headlines.



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## Seven Slots

800-230-3030 • WWW.SUMMITRACING.COM • \$19.99

There are few automotive sights more celebrated around the world than that of a genuine American Jeep; and its seven-slot grille, nestled between traditional round headlamps, is truly iconic. Whether an open-top Jeep is in your driveway or not, you can surely appreciate the cool shade offered by this black-and-white Jeep “trucker hat.” This baseball cap (item OTB-JHSUM-2) features an embroidered grille logo accenting the 100-percent cotton front panel, along with breathable polyester mesh side and back panels; a comfort-enhancing sweatband is sewn inside, and the back sports an adjustable-fit plastic snap closure. It’ll quickly become a grab-and-go favorite.



## Muscle Cars In Detail

800-551-4754 • WWW.CARTECHBOOKS.COM • \$18.95 EACH

Introduced earlier this year, this new series of 8¼ x 9-inch softcover books provides a good amount of significant information within their 96 pages. Each book focuses on a single model of muscle car, includes historical and production information, styling details, and the available engines, transmissions, rear axles, and a list of all the options that each car was available with. Build-tag and VIN are decoded, paint colors are listed, and the car’s status in the collector-car marketplace is analyzed. Each book is illustrated in full color, with many period advertisements and specially-taken photographs to help round out its visual appeal. The series is highly informative, easy to read, and affordable.

— BY RICHARD LENTINELLO

## Pickup and Pump

800-423-5525 • WWW.CALCARCOVER.COM • \$79.95

The Gulf Oil Corporation was one of the best-known petroleum companies in America throughout the 20th century, and its simple, attractive logo remains highly recognizable by automotive enthusiasts—especially racing fans—to this day. “No-nox” premium leaded gasoline, popular in the 1950s and 1960s, was a common sight at your friendly local Gulf station. Greenlight has created a charming 1:18-scale replica of an officially licensed 1950 GMC 100-series that’s paired with a globe-top gas pump, and both share a red-and-navy paint scheme. The pickup truck features believable brightwork, opening panels, and a detailed undercarriage, while the pump’s hose can be unfurled for custom display. This die-cast set (item 12984) is available from California Car Cover Co. in limited numbers, so if it triggers your nostalgia, you’ll want to act fast.



Continued on page 16





*"I've gotten many compliments on this watch. The craftsmanship is phenomenal and the watch is simply pleasing to the eye."*

—M., Irvine, CA

**"GET THIS WATCH."**

—M., Wheeling, IL

**Back in Black:**  
The New Face of  
Luxury Watches  
"...go black. Dark  
and handsome  
remains a classic  
for a reason"

— Men's Journal

## I'LL TAKE MINE BLACK...NO SUGAR

In the early 1930s watch manufacturers took a clue from Henry Ford's favorite quote concerning his automobiles, "You can have any color as long as it is black." Black dialed watches became the rage especially with pilots and race drivers. Of course, since the black dial went well with a black tuxedo, the adventurer's black dial watch easily moved from the airplane hangar to dancing at the nightclub. Now, Stauer brings back the "Noire", a design based on an elegant timepiece built in 1936. Black dialed, complex automatics from the 1930s have recently hit new heights at auction. One was sold for in excess of \$600,000. We thought that you might like to have an affordable version that will be much more accurate than the original.

**Basic black with a twist.** Not only are the dial, hands and face vintage, but we used a 27-jeweled automatic movement. This is the kind of engineering desired by fine watch collectors worldwide. But since we design this classic movement on state of the art computer-controlled Swiss built machines, the accuracy is excellent. Three interior dials display day, month and date. We have priced the luxurious Stauer *Noire* at a price to keep you in the black... only 3 payments of \$33. So slip into the back of your black limousine, savor some rich tasting black coffee and look at your wrist knowing that you have some great times on your hands.



*27 jewels and hand-assembled parts drive this classic masterpiece.*

**An offer that will make you dig out your old tux.**

The movement of the Stauer *Noire* wrist watch carries an extended two year warranty. But first enjoy this handsome timepiece risk-free for 60 days for the extraordinary price of only 3 payments of \$33. If you are not thrilled with the quality and rare design, simply send it back for a full refund of the item price. But once you strap on the *Noire* you'll want to stay in the black.

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† Special price only for customers using the offer code versus the price on Stauer.com without your offer code.

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[www.stauer.com](http://www.stauer.com)



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## Desktop Toolbox

928-708-0897 • WWW.BUSTEDKNUCKLEGARAGE.COM • \$49.95

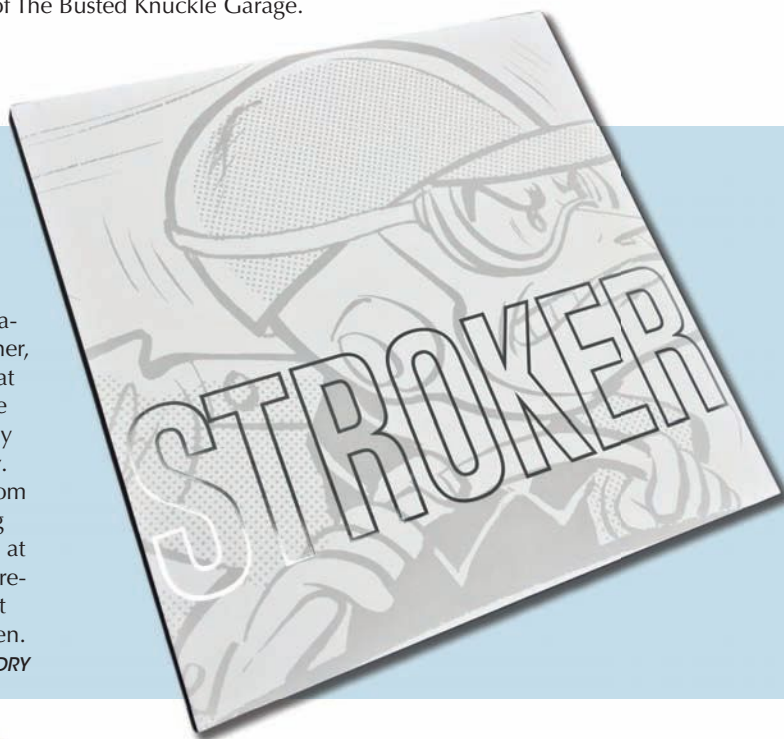
A hands-on car enthusiast's toolbox is a point of pride, and that of a professional mechanic represents his or her livelihood. The Busted Knuckle Garage has created a charming small-scale replica of such a container that is an ideal accent for a desk, workbench, or table. This miniature desktop toolbox (item 10-BKG-64) is carefully made in the U.S.A. of .24-gauge steel that is bent, spot-welded, and powdercoated for durability. Its top—sporting a grooved rubber mat, like a full-sized version—lifts to reveal a 3-inch deep, felt-lined floor, perfect for holding pens and other small items; faux drawer fronts and scale wheels complete the believable look. This item is sized 9 inches long by 5 inches tall, and 4 inches wide, and is enlivened with the amusing logo of The Busted Knuckle Garage.

## Stroker

WWW.STROKERBYMEDLEY.COM • \$65.00

Stroker McGurk—a hapless hot rodding everyman whose humorous misfortunes usually began with an idea and some tools—came to life in the April 1948 issue of *Hot Rod* magazine. His creator, Tom Medley, would work for Petersen Publications for the next 37 years as a humorist, illustrator, photographer, and ad man, and he would bring Stroker, with his trademark flat cap, and a host of other characters, along with him. Now, three years after Medley's death, his son, Gary, has finished what they had begun together: *Stroker: The Artistic Works of Tom Medley*. This annotated sampling of 70 years of Medley's drawings—from illustrated love letters, to cartoons, photography, and marketing materials—is a substantial tome a foot square and weighing in at 240 hardbound pages, and it's one of the most exceptionally presented books of this type we have yet seen. This is a monument worthy of a man who shaped hot rodding with a wink and a pen.

—BY J. DANIEL BEAUDRY



## 1937 Chrysler Imperial

800-718-1866 • WWW.DIECASTDIRECT.COM • \$134.95

Smooth, graceful power was one of the most appealing things about Chrysler's flagship C-14 series Imperial in 1937, and Brooklin Limited has captured this quality in its latest U.K.-handbuilt model. Representing a straight-eight powered, rumble seat-equipped 2/4-passenger Convertible Coupe—of which fewer than 400 were built—this hefty 1:43-scale piece combines a glossy, dark metallic Brewster Green finish with a taupe interior that is accented in woodgrain dash and door trim paint. Ample brightwork, outside and in, gives this premium collectible a "real" feel. Imperial fans will love it.



# 1969 Dodge Daytona LA

Inspired by a photo taken by a renowned photographer ... and car enthusiast!


**1:18-scale  
die cast!**



Measures an impressive  
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## At 202 m.p.h., the '69 Dodge Daytona LA was dubbed a "Winged Warrior!"

In 1969, Keith Black Racing Engines and the Dodge dealers in the Los Angeles/Orange County area teamed up to run a Dodge Charger Daytona at the Bonneville Salts Flats in Utah. Sporting a hefty HEMI engine, plus a unique stabilizer bar on the rear deck and a sheet-metal nose cone, this beast cut through the air with stunning ease.

Now, presented by Hamilton and manufactured by Auto World comes a 1:18-scale die cast of this "Winged Warrior." Precision engineered, it features opening hood and doors, detailed engine, real rolling rubber tires, working steering, exacting interior details, showroom finish paint scheme, authentic logos and more!

### Satisfaction guaranteed or your money back!

ACT NOW to reserve your "1:18-Scale Cindy Lewis Car Culture 1969 Dodge Daytona LA" today for \$149.95, payable in just 5 affordable installments of \$29.99\*. Only your first installment is due prior to shipment. Satisfaction guaranteed or your money back.

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## Riveting

Astro Tools offers a new  $\frac{3}{8}$ -inch capacity pneumatic rivet nut-setting kit. Compatible with metric and SAE, this tool allows you to instantly set rivet nuts with the pull of a trigger. The 2,680 pounds of instant air-hydraulic pulling force will quickly unthread set rivet nuts, as well.

The maximum capacity is M10 ( $\frac{3}{8}$ -inch) steel and aluminum rivet nuts and M6 ( $\frac{1}{4}$ -inch) stainless rivet nuts. Includes eight mandrels/nosepieces in the following sizes: M4, M5, M6, M8, M10,  $\frac{1}{4}$ -in.,  $\frac{5}{16}$ -in. and  $\frac{3}{8}$ -in. To find a distributor, visit Astro's site. Cost: \$220.

**ASTRO PNEUMATIC  
TOOL COMPANY**  
800-221-9705  
WWW.ASTRO  
TOOLS.COM



## '57 Chevy Wheel Housings

Danchuk adds to its impressive 1955-'57 Chevrolet inventory by now offering complete outer wheel housings for 1956-'57 Chevy two-door sedans. The wheel housings were originally available in three different pieces, causing some risky guesswork regarding positioning and welding, but these new one-piece housings make installation easy. Housings are available for both left and right sides. Seals are also offered but sold separately. Cost: \$129.95.

**DANCHUK**  
800-648-9554  
WWW.DANCHUK.COM



## Fan Zone

GC Cooling adds a new 16-inch big-motor extreme-duty performance fan to its product line. The universal fan is perfect for high-performance applications, as it features a quiet, eight flat-blade design that delivers 2,470 cfm at 3,100 rpm, which is up to 20 percent more airflow compared to other fans. An ideal replacement for mechanical models, this puller-style fan offers an improvement in the cooling of engines, air conditioning, and transmission and oil-cooling heat exchangers. Available for 12- and 24-volt applications, and drawing 31.9 amperes, these fans require at least a 100-ampere charging system. The fan is designed for installation in a custom fabricated shroud (1.1-inch depth); mounting hardware and fan relay harness are sold separately. Cost: \$200.

**GC COOLING**  
515-264-8222  
WWW.GCCOOLING.COM

## Ford Frames

Faded window frames can detract from the appearance of your car and ruin the look of the rest of your car's brightwork. Bob Drake offers rear frames for 1941-'48 Ford and Mercury convertibles. The frames are built like the originals and are said to fit like they did when originally assembled. The outside frame is polished stainless, with solid mounting channels securely affixed to the inner surface. With accurate mounting holes, they match up perfectly with the painted-tan inside frame. The frames measure 22 $\frac{7}{8}$  x 8 inches, and installation hardware is included. Cost: \$255.

**BOD DRAKE REPRODUCTIONS**  
800-221-3673  
WWW.BOBDRAKE.COM



## Ford Fasteners

Stage 8 releases Ford 9-inch differential-locking fastener kits. The system features grooved bolts in combination with a unique "bridge retainer" that secures the ring-gear bolts to the differential carrier assembly. The system fixes two adjacent bolt heads with a stainless steel plate so that neither bolt can move or rotate, and they stay tight. The system is reusable and requires only an additional set of snap ring pliers to complete a normal installation. Each kit comes with a complete assembly of 10 grooved bolts and clips, and five Stage 8 bridge retainers. Cost: \$120.

**STAGE 8 LOCKING FASTENERS**  
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**What is DiamondAura®?** Gemologists have broken the code to create an impeccable lab-created stone with even more fire and better clarity than mined diamonds. Best of all, the science behind DiamondAura lets you indulge in large-carat luxury free from environmental (or political) concerns!

Our exclusive lab-created DiamondAura is hard enough to cut glass and retains every jeweler's specification including color, cut, clarity and carat weight. According to the book *Jewelry and Gems – The Buying Guide* the technique used in DiamondAura offers, "The best diamond simulation to date, and even some jewelers have mistaken these stones for mined diamonds."

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# Ed Winfield



**IN THE EARLY 1960S, WHEN FORD** teamed up with Lotus Cars for a Total Performance assault on the Indianapolis 500, they hit a major snag with their new DOHC V-8 design, forcing them to use an aluminum version of the standard Fairlane small-block V-8 for 1963. To work out the disappointing results from the DOHC, they turned to a man with a half century of mechanical experience: Ed Winfield.

Winfield's name was synonymous with the Brickyard before the advent of fuel injection. Every Indy winner from 1927 to 1937 was equipped with his carburetor. At the same time, many homebuilt speed machines were running Winfield camshafts and cylinder heads. Even then, racers, both professional and amateur, were gaining the benefit of Winfield's years of experience.

Born in Flintridge, California, on October 4, 1901, Edward Arnold Winfield exhibited mechanical aptitude from a very young age. At seven, he was working in a blacksmith's shop. He left school in eighth grade, took some technical training, and at age 12 he was working at a local garage. It was about this time his interest in speed began to manifest itself, with Ed surreptitiously removing the body from his family's car while they were away visiting friends.

During World War I, young Winfield acquired a single-cylinder motorcycle to

satisfy his tinkering urges. He filed down the cylinder head, reworked the camshaft by hand, enlarged the ports, and substituted a carburetor of his own making.

That combination of natural engineering talent and enthusiasm for performance naturally drew Winfield to the biggest player of the West Coast

racing scene in those days, Harry Miller. Winfield started out sweeping the floors of Miller's shop at 14 and was soon studying the works of some of racing's greatest names, not only Miller but draftsman Leo Goossen and machinist Fred Offenhauser.

Winfield also took up racing, with his first race at age 16 as riding mechanic to Fred Frame, soon to be a well-known driver himself. Before long, he was behind the wheel at Ascot Speedway, dominating races thanks to his superior equipment. This culminated in 1928 with a race for the "Fastest Ford in the World," which drew such respectable entries as the *Barber-Warnock Special*, a Fronty Ford veteran of the Indy 500, personally supported by Arthur Chevrolet.


Winfield's entry was a seemingly meek flathead-powered car whose major advantage came from a re-profiled crankshaft and a revised firing order, reducing the disadvantages of the standard Ford siamesed intake ports and allowing each cylinder to receive a full allowance of air and fuel. The now-legendary *Two Up/Two Down* race car swept the field, leaving Chevrolet to say, "Well, I'm looking at it, but I still don't believe it!"

Not long after this win, the newly married Winfield retired from driving to concentrate on producing speed parts. The Winfield Carburetor Company, with Ed himself a minority owner, employed him and paid him royalties for producing

his designs. The company continued to thrive after Miller's operation foundered at the start of the Depression. Winfield also ground a variety of camshafts and mass produced cylinder heads for the Ford Model A engine.

By the end of the 1930s, Winfield was increasingly reclusive, though still available for projects for the right people. Possibly his most famous effort was assisting his younger brother, Bud, with the NOVI V-8, which made such a splash at Indy in the 1940s and '50s. During this time Winfield began to mentor a second generation of cam-grinding talent, including young Ed Iskenderian and Dimitri "Dema" Elgin.

Winfield's last effort before retirement was a batch of Offy camshafts in 1969. He and his wife, Margarete, lived out their retirement in the Nevada desert. She died in 1977 and he in 1982.

The Winfield impact lives on, however, not only in legend but in the ongoing revival of interest in prewar performance. In addition to the continued production of some Winfield camshaft designs, Winfield cylinder heads for the Ford Model A are still made, and parts are reproduced to restore Winfield carburetors. It's no wonder many consider Ed Winfield the founder of the speed-equipment industry. 

**Winfield Carburetor Wins again!**

INDIANAPOLIS, May 30th. Every car that finished the race with the exception of one (tenth place) was equipped and powered with the new model "S" Winfield Carburetor.

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**Hemmings Motor News**  
11th Annual

# CONCOURS

**▶ FRIDAY, SEPTEMBER 15th**

**REGISTRATION & RALLY**

- 9:00 a.m. – 4:00 p.m. Registration at the Festival Commons, Lake George, New York.
- 12:00 noon – Join in a rally through the beautiful Adirondack region to Prospect Mountain.
- 2:00 p.m. – 4:00 p.m. Luncheon buffet at Dunham's Bay Resort, Lake George, New York.

**▶ SATURDAY, SEPTEMBER 16th**

**CRUISE-IN SPECTACULAR**

- Gates open at 8:00 a.m. An all-makes car show that's open to cars, trucks and motorcycles. Including: muscle cars, street rods, sports cars, exotics and classics.
- Awards at 2:00 p.m.
- Cocktail reception with cash bar at 6:00 p.m. and dinner available at 7:00 p.m. at the Fort William Henry Hotel.
- Keynote Speaker/Honorary Chairman: Wayne Carini.

**▶ SUNDAY, SEPTEMBER 17th**

**CONCOURS d'ELEGANCE**

9:00 a.m. – 3:00 p.m. Open to concours-quality, pre-1974 cars, by invitation only.

**TROPHIES TO BE AWARDED!**

Winners also will appear in the pages of *Hemmings Motor News* and *Hemmings Classic Car*.

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# Dearborn's Nomad

*Ford's response to the Chevrolet Nomad was the one-year-only 1956 Parklane*

BY DAVID CONWILL • PHOTOGRAPHY BY RICHARD LENTINELLO

It never fails that if one manufacturer comes up with a good idea, in a year or two somebody else will have copied it. Oftentimes, everyone else copies it.

Such was the case with the sporty station wagon.

The station wagon, a previously utilitarian automobile, went through a period of reinvention in the 1950s. With the substitution of low-maintenance steel for real wood paneling early in the decade, they became a more practical option for families that could afford them—instead of an estate car for the wealthy or a commercial vehicle for hoteliers and resort owners.

The next phase of development was to cover wagons with the same glory as their coupe and convertible counterparts. Chevrolet may have been the first to attempt that change with the 1955 Chevrolet Nomad, which was teased at the 1954 Motorama shows in the form of a Corvette-based wagon. The production Nomad was based on the Bel Air and helped glorify the rest of the station wagon line.





Pontiac produced its own sporty, two-door wagon in 1955, called the Safari, and Rambler would spice up its wagon offerings with a four-door hardtop wagon in 1956. It was only natural that Ford would follow suit, and in 1956 it introduced the Parklane, which attempted to inject some Thunderbird panache into the Country Squire, Country Sedan, and Ranch Wagon.

Rather than tool up to produce a specially styled body for the Parklane, Ford instead dressed the body shell intended for its price-leader Ranch Wagons with the swoopy side trim of the Fairlane and the eight-passenger Country Sedan wagon. It even received special bright trim on the B-pillar, recalling the stainless tiara of the Crown Victoria hardtop. Available color schemes were blue on blue, green on green, and tan on brown.

Additionally, the Parklane featured seats and upholstery styled after the Thunderbird, and a fully carpeted cargo area with “a trim vinyl cover” that snapped in place at the beltline to conceal luggage or cargo. Also available (though not present on this example) were new, safety-oriented features like seatbelts and a padded dash—elements that ironically are often cited as having given Ford a dangerous image in the consumer mind in 1956.

Mechanically, the Parklane could be optioned with everything available in its Fairlane siblings—including power steering



The 202-hp, 292-cu.in. V-8 gives plenty of pep for driving in modern traffic, and the power-assisted, wagon-spec 11-inch drum brakes make hauling the wagon to a stop quite easy—especially when unladen.





Relatively complete instrumentation includes warning lights for oil pressure and generator output, fuel gauge, 120-mph speedometer, engine temperature, clock, and shift quadrant. Deep-dish steering wheel was conceived as a safety feature. Sporty, Thunderbird-like character was found across the Ford line in 1956.



and brakes. It also received the heavy-duty rear axle and over-size drum brakes standard across the Ford station wagon lineup.

Although it's rare to see any two-door sport wagon today, it's remarkable that many enthusiasts are more likely to have seen the 1956 Chevrolet Nomad than the 1956 Ford Parklane, given that the Parklane outsold the Nomad, 15,186 versus 7,886. Either car was just a drop in the bucket of total wagon production, however, which for Ford was between 200,000 and 250,000 units.

That novelty, along with the comfort and convenience derived from its Fairlane-like character and the relative ease of finding parts shared with the Ranch Wagons (compared with the totally unique Nomad and Safari bodies), makes them a great collectible today—especially as a driver.

Chris Koch, of Palm Coast, Florida, purchased this 1956 Parklane for exactly that reason: to drive. Other cars in Chris's collection have been featured in these pages before, but he selected

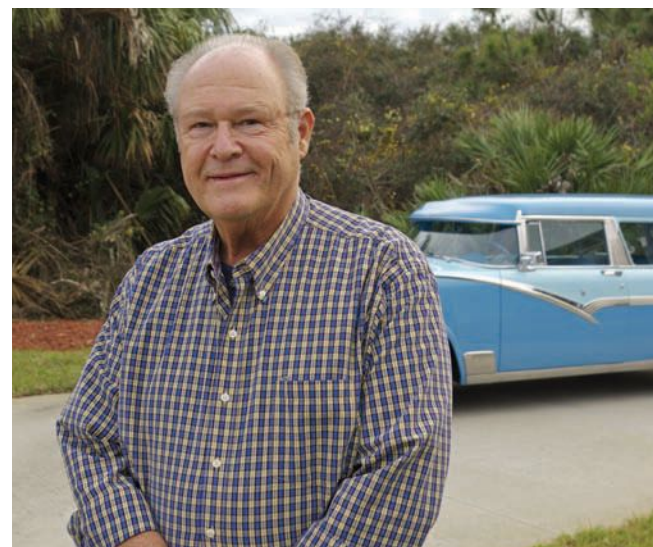
the Parklane as his latest acquisition so he could share driving duties with his wife, Kathleen, when they go on car club tours.

The power steering and "Speed-Trigger" Fordomatic drive (the first Ford automatic that would allow the driver to access first gear by flooring the accelerator rather than requiring manual selection) make the Parklane an excellent collector car for driving, as does the Y-block V-8. Billed as the "Thunderbird Y-8," the 292-cu.in. engine produces 202 horsepower and a "melodious tone," thanks to owner-fitted glasspack mufflers.

The Thunderbird Y-block was the mid-level engine for the Parklane in 1956, with a 137-hp straight-six as standard. The 312-cu.in. "Thunderbird Special" V-8 was also available, producing 215 horsepower when optioned with the standard three-speed manual transmission and 225 hp with overdrive or Ford-O-Matic. The 202-hp V-8 in our feature car, had it been optioned with the standard transmission, would produce only 200 horsepower.



*This is a one-year-only model produced by Ford in 1956 to compete with the Nomad. It is a seldom seen car today due to its low, one-year production.*







The plush interior of the Parklane took its cues from the sporty Thunderbird rather than the luxurious Country Squire. The vinyl cover over the carpeted luggage area kept prying eyes away from packages and helped keep any clutter hidden. Clamshell-style rear access was fine for a six-passenger wagon. Like the Ranch Wagon, the back seat and tailgate could be lowered for extra-long loads.

Station-wagon spec brakes are another item that makes the Parklane a great driver, especially when unloaded. The 11-inch drums, Chris says, mean the wagon “stops like a modern car.” He went on to say that the car corners, handles and steers “like a typical mid-Fifties station wagon.” Which is hardly a bad thing from a comfort point of view.

What very obviously sets the Parklane apart from a modern car is the styling, which is iconically 1950s without going over the top. Ford and Chevrolet quickly discovered that the two-door configuration limited sales, but it’s no demerit for the Kochs, both of whom are long-time fans of the type. Ford, however, discontinued the Parklane after just one season, replacing it for 1957 with the slightly downmarket Del Rio Ranch Wagon.

Though the Parklane handily out-sold the Nomad, 1957 was a rough year for Ford’s image cars, which also saw the discontinuance of the legendary Continental Mark II and the folding of Continental Division in with Lincoln. The latter was a

move some have attributed to cleaning up the balance sheets in advance of the company going public in 1956.

Meanwhile, however, the sport wagon concept was continuing to evolve, with both Oldsmobile and Buick introducing four-door hardtop wagons, similar to Rambler’s, for 1957. Ford’s own Mercury division would produce hardtop wagons across the board that year, including its own two-door variant. Chrysler would also adopt the type, a little late, for 1960. The Parklane name itself, changed to two words, would migrate to Mercury division as its new top-of-the-line model for 1958.

All of that just adds to the appeal of the Parklane for the Kochs. Not only does Chris identify it as a “potentially great cruiser for tours,” but “This is a one-year-only model produced by Ford in 1956 to compete with the Nomad. Being a one-year-only model, it is quite rare, and has special equipment as the ‘Ford Nomad.’ It is a seldom seen car today due to its low, one-year production.” 🐞





# Grand Performer

*Pontiac's 1964 Grand Prix was luxurious to ride in and exciting to drive*

WORDS AND PHOTOGRAPHY BY RICHARD LENTINELLO

The model year 1964 was the most significant in Pontiac's storied history but also in Detroit's, too. This was the year that Pontiac unleashed the first muscle car—the GTO. This one car forever changed the automotive landscape like no other automobile had ever done before. It was a watershed moment in America's automotive history.

While young enthusiasts flocked to Pontiac showrooms to take an up-close look at the potent new GTO, so did many

family guys and older professionals. Everyone, it seemed, was interested in the GTO's performance ability, but not everyone was





interested in the GTO itself. For some buyers it was too small, for others it wasn't luxurious enough. And while everyone wanted to experience the new Pontiac excitement, there were those who still craved the handsome Grand Prix.

Then in its third year of production, the Grand Prix was still a relatively new model that Pontiac fans and new-car buyers lusted after. Before the term was coined, the Grand Prix was one of the first American-built "gentleman's grand touring cars," created in the same vein as Buick's Riviera to be a two-door hardtop that was stylish, powerful, and very fast.

For the 1963 model year, Pontiac gave the second-year Grand Prix a major restyle, which then resulted in its production going up significantly from 30,195 units to 72,959. That wasn't surprising as the 1963 Grand Prix is considered by many Pontiac enthusiasts to be the classiest and most desirable Grand Prix of them all. The 1964 was a lightly cleaned up version of the '63 model, having been made just a bit more conservative looking in its design. As a result, sales dropped ever so slightly to 63,810 units; still, the Grand Prix remained Pontiac's third best-selling

model for the 1964 model year. The Catalina four-door sedan was Pontiac's top car, with 84,457 examples built, followed by the two-door hardtop Catalina, which saw 74,793 roll off the assembly line.

Knowing full well that the 1963 Grand Prix would be a hard act to follow, Pontiac addressed the issue in its 1964 brochure by stating: "This is the car that answers the question: 'After their '63 model, what in the world will Pontiac do for '64?' What we did was make a car that's even more handsomer. A Pontiac that rides more smoothly and more quietly."

Design-wise, the main body remained the same. The front end still featured Pontiac's signature split-grille theme, and although the 1964 version was very similar to the '63 model's grille, it lacked the thick horizontal bar; the driving lamps were also changed, from round to square. The most notable change was the 1963 model's striking headlamp bezel, with its forward leaning shape and thick chrome surround. The updated headlamp bezel for the '64 Grand Prix was rather lackluster by comparison with its narrow, body-colored bezel. However, to







With its four-barrel Carter AFB carburetor, Pontiac's legendary 389-cubic-inch V-8 develops a mighty 303 horsepower at 4,600 rpm. It has a compression ratio of 10.25:1, and requires high-octane fuel for maximum performance. Air conditioning was optional.

many buyers, especially to those who preferred less dazzle and a more mature look, the 1964 model was for them.

The biggest style change was the rear-end treatment. The 1963 model's decorative ribbed stainless steel band across the trunk and rear fenders, with its inset red lenses, was now narrower and relocated below the trunk lid, while the turn signals were at the tail end of the reshaped fenders surrounded by a stainless bezel. Also gone was the Grand Prix badge, replaced with individual letters spelling out "GRAND PRIX" across the trunk lid.

While the base engine in the Grand Prix with standard transmission was the 306-horsepower 389-cubic-inch V-8, our driveReport car was ordered with Hydra-Matic automatic; therefore it produces 303 horsepower. Both engines had a 10.25:1 compression ratio, but there was also a low-compression engine option that had an 8.6:1 ratio; it produced only 230 horsepower. This "economy" V-8 was only available with the Hydra-Matic.

For performance-minded enthusiasts, there was the 389 with Tri-Power that produced a healthy 330 hp. Then there was the highly sought-after 421, which, although it had 10 less horse-



**Triangular-shaped windshield washer bottle still contains its factory-filled washer fluid.**

power than the Tri-Power 389, had an extra 25 lb-ft of torque, helping the 3,930-pound Grand Prix to get off to a quicker start. Perhaps the most desirable 421 was the highly spirited Tri-Power version that put out a hearty 350 horsepower. Of course, the ultimate Pontiac V-8 was the 421 H.O. that made a tire-shredding 370 horsepower. Backed by 460 lb-ft of torque, this monster of an engine transformed the gentleman's Grand Prix into a ferocious muscle machine with unmatched performance.

All Pontiac 389 engines had a long 3.75-inch stroke for excellent torque generation, while the bore was 4.06 inches. Carburetion was tasked to a four-barrel Carter AFB, and the valve lifters were hydraulic; only the 421 engines had solid lifters.

Now a bit more than a half-century old, 1964 Grand Prix in original condition are rare, yet our driveReport car not only has never been restored or repainted, but practically every single square inch of it is as original as the day it was built.

According to this Pontiac's current owner, Tim Walsh from Middlefield, Connecticut, "I was fortunate enough to have met the person responsible for maintaining this car in impeccable condition. Richard Esposito purchased this car when it was a



**Well-preserved trunk features the original floor mat, while the never-used jackstand is still sealed in the factory wrapping.**





**Beautifully crafted instrument panel features safety pad on top as standard; woodgrain on dash and steering wheel same as the console. Manifold vacuum gauge on far left was optional, but three gauges in the center—fuel, clock, and battery—were standard equipment.**

year old from Holroyd Pontiac in Bridgeport, Connecticut. I met him at a car show, and he told me the history of the car during the 37 years he owned it, and why it has remained in this condition. When he purchased this Pontiac, he borrowed the money from a relative. His father, being old-school, was furious with him over borrowing the money. When his father finally forgave him, Richard was told to take good care of that car forever because of the friction it caused. He said he was so afraid to drive it after that that he bought an old De Soto, and only used the Grand Prix occasionally and only in good weather. This Pontiac is a near-perfect true survivor and in as-delivered condition."

As to Tim's preference of full-size cars like the Grand Prix, he tells us: "The full-size cars of the '60s were designed and built for the up-and-coming young American family that spent time together on weekend picnics, getaways and afternoon rides, not sitting behind a computer in one room and the kids on their video games in another. What better way to spend your free time than being in your shiny new roomy car built for families, with a rear bumper full of bumper stickers from where you have been? A time when you wanted your new car to have chrome, colors, roominess, and some dazzle. This is why I love the cars from the '60s."

Tim is well acquainted with cars like this Pontiac with their powerful engines, because when he was young he owned a real Cobra 289. "That was a long time ago," he says. "What I do

remember are some basic differences. If you drive the Grand Prix in the rain, you will stay dry, but when I drove the Cobra in the rain I always got wet, and scared—I was lucky to survive. But from point A to point B, the Grand Prix was actually faster than the Cobra. I'm sure my parents slept much better when I missed a shift and blew it up. I couldn't afford to fix the Cobra and eventually sold it... for \$6,500!

"Driving this Grand Prix is just a pleasure," Tim tells us. "It's very roomy and comfortable, and rides beautifully, like a true luxury car, although it's a little floaty, and has the sounds of a GTO. The A/C will spit ice cubes at you, and I could stare at that dash forever. The interior is as close to perfect as could be possible, and like many of the dashboards of that era, it's a work of art. The craftsmanship and details throughout, from the see-through steering wheel to the eight-lug wheels, will attest to the thought that went into the Grand Prix's design. And those eight-lug wheels are probably the most beautiful wheels ever produced by any manufacturer."

"This car has great lines—long and sleek. The stacked headlamps, the side-by-side grilles, and hidden taillamps combine to make this a very distinctive-looking car. The short few years of that style were all great."

I can attest to this car's comfort level, as I had the pleasure to drive it one sunny autumn afternoon last October. Being an unrestored original, the car has an interior that still has



**Ribbed stainless steel and woodgrain console was a standard accessory on the Grand Prix; it featured a lockable compartment. Below the rear speaker resides the armrest, which folds down for added comfort. Original black upholstery is hardwearing Morrokide vinyl.**







**I** have always liked old automobiles, especially cars of the 1960s era. The Pontiacs, with their wide body, wide track, great lines and, best of all, the beautiful chrome-filled interiors and offset gauges, have always been my favorite of the era. This Grand Prix currently has about 54,000 miles on its odometer, but I do drive it about 1,000 miles a year. Apart from a hard to replace neutral safety switch, it has been extremely reliable. Of course, it does not go out unless the sun is shining! I also think the '62 Grand Prix is an awesome car, and someday I will have one with a four-speed.

that Sixties-era GM smell, which, for me, having grown up in Oldsmobiles and Buicks, brought back a flood of wonderful memories. The bucket seats are just like those in my old 1964 Le Mans—comfortable, but lacking any side support. The steering wheel and instrument panel are perfectly placed, as are the vent window and the rearview mirror, which makes the driving experience all the more exceptional.

On the winding back roads of central Connecticut, this full-size Pontiac handles quite well, with little body lean, although, used to driving modern cars with precise rack-and-pinion, I find that the Grand Prix's power-assist recirculating ball steering, with its overall ratio of 22:1, takes some planning ahead—quick steering maneuvers are best avoided. Best of all is that 389-cu.in. V-8. It's so powerful and loaded with torque that, even with its 3.08:1 final drive ratio, it accelerates rapidly, with an enjoyable push in your back as the car thrusts forward. Despite its four-wheel drum brakes, which worked reassuringly well, this is the type of car you can drive for hours and hours

without getting tired—a truly enjoyable driving experience.

As to this Pontiac's remarkable originality, Tim points out "The well-known saying, 'they are only original once,' is so true. Anyone can restore a car to new condition, but to find a true original is quite difficult.



"The engine compartment is exceptionally clean, and there are no oil leaks. It still has the original three-sided washer fluid storage bottle with an intact paper label. The jack appears to have never been removed and still has the factory tape on it. The original T3 headlamps are still in use, as well as most of the bulbs. All rubber seals are original and in pliable condition. The trunk mat and spare tire cover are also original, but do show minimal staining, yet the clear plastic steering wheel shows no age, cracking, or fading.

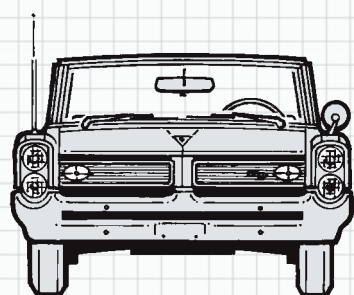
"The originality, whether the car is pristine or just an old original, brings out the character of the car and tells the story of its life. I personally prefer original cars." 🐾



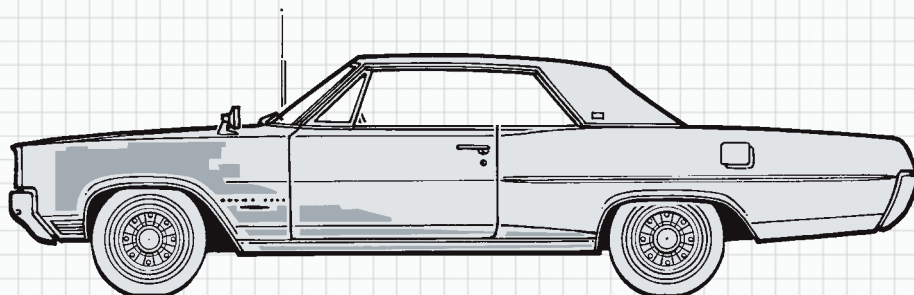


# 1964 PONTIAC GRAND PRIX

ILLUSTRATIONS BY RUSSELL VON SAUERS,  
THE GRAPHIC AUTOMOBILE STUDIO ©2017 HEMMINGS CLASSIC CAR



62.5 inches



120 inches

## SPECIFICATIONS

### PRICE

LIST PRICE	\$3,995
OPTIONS (CAR PROFILED)	Air conditioning, Hydra-Matic transmission, vacuum gauge, rear speaker, aluminum 8-lug wheels

### ENGINE

TYPE	Cast-iron OHV V-8
DISPLACEMENT	389 cubic inches
BORE X STROKE	4.06 x 3.75 inches
COMPRESSION RATIO	10.25:1
HORSEPOWER @ RPM	303 @ 4,600
TORQUE @ RPM	430 lb-ft @ 2,800
VALVETRAIN	Hydraulic lifters
MAIN BEARINGS	Five
FUEL SYSTEM	Four-barrel Carter AFB carburetor
LUBRICATION SYSTEM	Full-pressure
ELECTRICAL SYSTEM	12-volt
EXHAUST SYSTEM	Dual

### TRANSMISSION

TYPE	Roto Hydra-Matic	
RATIOS	1st	2.93
	2nd	1.56
	3rd	1.00
	Reverse	2.42

### DIFFERENTIAL

TYPE	Hypoid
GEAR RATIO	3.08

### STEERING

TYPE	Recirculating ball
GEAR RATIO	22:1
TURNING CIRCLE	42.8 feet

### BRAKES

TYPE	Four-wheel drum integrated with wheel
FRONT	11-inch
REAR	11-inch

### CHASSIS & BODY

CONSTRUCTION	Separate body and frame
BODY STYLE	B-body two-door hardtop
LAYOUT	Front engine, rear-wheel drive

### SUSPENSION

FRONT	Unequal length A-arms, coil springs, shock absorbers, stabilizer bar
REAR	Solid axle, coil springs, shock absorbers

### WHEELS & TIRES

WHEELS	14 x 6 Pontiac 8-lug
TIRES	P215/70R14 radials

### WEIGHTS & MEASURES

WHEELBASE	120 inches
OVERALL LENGTH	213 inches
OVERALL WIDTH	79.2 inches
OVERALL HEIGHT	54.7 inches
FRONT TRACK	62.5 inches
REAR TRACK	64 inches
CURB WEIGHT	3,930 pounds

### CAPACITIES

CRANKCASE	5 quarts
COOLING SYSTEM	19.5 quarts
FUEL TANK	25 gallons
TRANSMISSION	18.5 pints

### CALCULATED DATA

BHP PER CU.IN.	0.78
WEIGHT PER BHP	12.97 pounds
WEIGHT PER CU.IN.	10.10 pounds

### PRODUCTION

1964	63,810
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## PROS & CONS

- + Loads of power
- + Strikingly good looks
- + Excellent cruiser
- Rarely for sale
- Poor gas mileage
- Few trim parts available

## WHAT TO PAY

**LOW**  
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# Fully-Automatic Future

*Thanks to Hydra-Matic Drive  
the 1940 Oldsmobile 90 Club Coupe  
was a revolutionary automobile*

BY MARK J. McCOURT  
PHOTOGRAPHY BY JEFF KOCH







It's something we take for granted today, when a mere three percent of new cars sold in America have a clutch pedal in the driver's footwell. The automatic transmission is virtually ubiquitous, preferred by many for its ease of use and, in its modern form, for the

improved fuel economy and performance it may offer over a traditional manual. Most automatics sold today owe a debt that goes back 77 years, to the 1940 Oldsmobile's exclusive Hydra-Matic Drive.

General Motors began developing a fully automatic transmission back in 1932, when members of the Cadillac Engineering Department were assigned a secret project mysteriously dubbed "Military Transmission." Working under the Cadillac Motor Division's assistant chief engineer, Earl Thompson—himself having invented the manual transmission synchronizers that Cadillac and La Salle released for 1929 models—were Walter Herndon and Ralph Beck. These men, soon aided by engineers William Carnegie and Maurice Rosenberger, created the earliest predecessor of the Hydra-Matic.

GM, as did other automakers, would first market semi-automatic transmissions that still required using a clutch pedal acting on a friction clutch disc to shift through neutral, reverse, and drive. Oldsmobile's engineering staff was notably involved in creating 1937's Automatic Safety Transmission, and with further development—including the addition of the hydraulic fluid drive coupling to planetary gears—they perfected the Hydra-Matic Drive that would debut for the 1940 model year, in the fall of 1939.

Thanks to its crucial role in helping develop and prove the technology, Oldsmobile was the only GM division offering Hydra-Matic Drive in its first year of production. This game-changing invention, which GM heralded as "the most important automotive advancement since the self-starter," was a four-speed, with an ultra-low first gear and a 1:1-drive fourth gear. Using a hydraulic formula that contained whale oil (!), the two-element fluid coupling transferred power, and three planetary gearsets offered those four forward speeds, plus reverse. Although a park position wasn't marked on the shifter, a parking pawl automatically engaged to lock the driveshaft when the transmission was put in reverse, and the engine turned off. Two pumps circulated the hydraulic fluid under pressure, one running off engine input and the second being driven by the output shaft to keep the unit from burning out if the car was flat-towed, and allowing push starting, as in a manual transmission car.

This technology wasn't all that the 1940 Oldsmobile lineup had







Red-painted gauge accents echo the pinstriping on the grille, emblems, and taillamp housings. This car was built without radio or heater, and the steering hub reads "Olds," like the exterior badges.



going for it. As previously, it was split into three Series: the entry-level Special 60 (116-inch wheelbase, 95-hp, 230-cu.in. straight-six); mid-priced Dynamic 70 (120-inch wheelbase, 95-hp, 230-cu.in. straight-six); and the new 90, which replaced 1939's top-of-the-line 80. The Series 90 shared its 124-inch wheelbase and basic "C" body shells with Buick, La Salle, and Cadillac, although its straight-eight engine was Oldsmobile's own. That premium model, dubbed the Custom Cruiser, was available as a four-door Touring Sedan (reportedly 33,350 built), two-door convertible (295), two-door Phaeton (50), and our feature two-door Club Coupe.

The second-most popular body style of the Series 90 was this Club Coupe. It's one of 10,892 examples to leave Lansing, and this strong sales figure can be traced both to its affordability—starting at \$1,069, it was the cheapest eight-cylinder Oldsmobile in 1940—and its attractive appearance. This long-wheelbase chassis left room for stylists to create a contemporary streamlined style for the Fisher-built bodywork. The grille and headlamps were neatly integrated, and the trunk lid smoothly arched to its conclusion, while the window glass sat in rakishly angled, chrome-framed housings, and the running boards of higher-riding Series 60s and 70s were conspicuously absent.

Inside, Oldsmobile ensured buyers of its flagship line were treated to a comfortable, tasteful atmosphere, with rich fabric

upholstery covering foam rubber-cushioned seats, and wood-grained dashboard and door trim. A DeLuxe steering wheel and electric clock were fitted to our feature car, although it wasn't built with an electric-tuning radio, or the dash or under-seat heater/defroster units. Of course, the item that makes this car so special is that small gear selection indicator atop the steering column, the one that reads, "Hydra-matic Drive" and has indicators for neutral, drive, low, and reverse—oh, and the lack of a third pedal.

This lauded transmission—which added just \$57 to the cost of any 1940 Oldsmobile, leading to a healthy circa-60,000 cars so optioned out of nearly 193,000—was mated to a five main-bearing, L-head straight-eight that displaced 257.1 cubic-inches through its 3¼ x 3 7/8-inch bore and stroke. With a 6.2:1 compression ratio and a single two-barrel downdraft Carter carburetor, it made 110 hp at 3,600 rpm and 200 lb-ft of torque at 2,000 rpm. This mechanical assemblage rested in a sophisticated X-member chassis with a coil spring at each corner, along with a front anti-roll bar and rear "lateral stabilizer bar," tying together the frame and rear axle. Twelve-inch Bendix "Super-Hydraulic" drum brakes hid behind smaller-diameter wheels wearing 15 x 7.00 balloon tires, improving the ride and lowering the car's overall height.

When asked about his favorite aspect of this 61,000-mile Club Coupe, owner Jim Schultz pauses for thought. This president of the



*I thought it might drive  
like an old GMC pickup...  
But it went down the road  
like a modern car.*







**A sticking heat riser valve caused carbon deposits to build up in the 257.1-cu.in. flathead straight-eight, but since those deposits have been cleared, the engine runs smoothly. Its two-barrel Carter carburetor affords it enough power to comfortably handle today's interstate speeds.**



National Antique Oldsmobile Club then replies, "While there are more four-doors around, my 1940 model is one of six or seven Hydra-Matic-equipped Club Coupes that we know still exist, through both national clubs. It's such a handsome car, and it has a lot of Art Deco trim that really appeals to me. When the hot rod guys get around it, they start drooling. I'll hear, 'You wanna sell that?', and I'll respond, 'Not to you,'" he says with a laugh. "It would end up with a small-block Chevy in it, and you can't do that to a piece of history."

Jim has cared for this car for 17 years, having purchased it from his longtime Oldsmobile friend, Harold Sage. "I think I am the fifth owner, and Harold told me that it was with its first owner, a little old lady from Pasadena—no lie—for 40 years. It was in decent 'driver' condition when I bought it. It was originally two-tone green, but had been repainted, and needed some interior work.

"I first drove this car when Harold owned it. I'd never before driven a car from this era, so I didn't know what to expect—I thought it might drive like an old GMC pickup, kind of crude. But no, it went down the road like a modern car. It had a very comfortable ride, with the coil spring suspension, and the front seat felt like a couch," Jim explains. "When I bought it, the spring-loaded heat riser valve in the exhaust manifold was stuck, nearly shut all the way, so the performance was inhibited, and the engine was loaded up with carbon deposits. When I opened that valve, the car ran much

better, although I'd sometimes hear a 'bang-bang-bang' noise that was those deposits coming loose and hitting the pistons. I continued to drive it, and now all that carbon is gone, and it runs quite nicely. It shifts well and will easily keep up with modern traffic, running 70 to 75 mph. It's neat to think that, back in 1940, there weren't many cars that could do that, without blowing up."

One of Jim's favorite aspects of showing his 1940 Custom Cruiser Club Coupe is educating people about the operation of, and history behind, its seminal transmission. "Hydra-Matic was a revelation, and made people realize how innovative Oldsmobile was, and had been, from its inception. That technology worked well, and made cars easier to drive for many people. Cadillac offered it from 1941—when it gained a neutral safety switch, to prevent the danger of starting in gear!—and the Hydra-Matic was severely tested in tanks, behind flathead Cadillac V-8 engines, during the war. Based on that experience, GM made more improvements to the design when production resumed for 1946, and Pontiac started offering this transmission in 1948; numerous other automakers were buying Hydra-Matics by the early 1950s. This car had a lot of style and innovation for its day, and I love how nearly all the automatics used today can trace their theory and principles back to the 1940 Oldsmobile. It was the seed in the ground, and the future grew from it." 🐞







“  
One day,  
  
everything  
  
was fine and  
  
dandy; the  
  
next day, the  
  
bedrock was  
  
knocked out  
  
from under  
  
them and  
  
they got  
  
hammered.”

## Drunken Mitchell

At some point in their lives most people lose their innocence about the world and life in general. We begin to realize that things that once seemed to be permanent, the very foundations of our world, can crumble and fall virtually overnight. Life can change so quickly, it's scary.

That's what happened at the Mitchell Motor Car Company. One day, everything was fine and dandy; the next day, the bedrock was knocked out from under them and they got hammered. It's why Mitchell isn't around today.

Mitchell was one of the oldest automobile makers in the country, having begun producing motorcars in 1903, the same year as Ford Motor Company and what would become Willys-Overland. But Mitchell's history stretches back even earlier, to 1838 when Scottish immigrant Henry Mitchell moved to Kenosha, Wisconsin, and established a wagon works that became known as "The first wagon maker of the Northwest."

In 1854, he moved his business to larger quarters in nearby Racine. Over time, his sons joined the business, as did son-in-law William Lewis. The firm eventually changed its name to Mitchell & Lewis Wagon Company. During the Gay Nineties, they also established the Wisconsin Wheel Works to produce bicycles, and around 1898 began building light motorcycles, as well. Going into production of automobiles was thus a natural move.

Wisconsin Wheel Works sold off its bicycle business and was succeeded by the newly-formed Mitchell Motor Car Company (a subsidiary of Mitchell-Lewis Wagon Co.). The new firm offered two runabout models, one powered by a 7-hp, single-cylinder two-stroke engine, the other by a 4-hp, four-stroke single. Sales were modest initially, even though the smaller Mitchell could be purchased for a mere \$600, because the company had difficulty obtaining all the components it needed for its assembly operations. Over time, that problem was corrected and sales grew. Two-cylinder and four-cylinder models replaced the singles early on, allowing the company to produce

larger and more varied body styles.

By 1910, Mitchell offered six models: two- and three-passenger runabouts and a runabout Surrey, each powered by a four-cylinder engine, plus two touring cars, a four-cylinder and a six. Prices ranged from \$1,100 to \$2,000. Sales that year totaled some 5,733 automobiles. There was even a song published: "Give me a Spin in Your Mitchell, Bill." The four-cylinder models were dropped after 1915.

By 1919, Mitchell prices ranged from \$1,275 to \$2,850, and retail sales had climbed to over 10,000 cars. The company was solidly profitable, and there's every indication it was feeling a little cocky, perhaps more than it should have. For 1920,

management decided it would set a new styling trend for the industry; quite a bold move for so small a firm. The 1920 Mitchell cars featured new styling touches to make them stand out from the crowd. Sedans boasted unusual vee'd windshields, with a prominent center post supporting angled side panes, and cowl

on each side that swept forward, European-style, as it reached down to the running boards. But the biggest styling feature, one that was impossible to ignore, was the radiator; it was tilted back at a very noticeable angle. Print advertisements bragged that "Future Styling Trends" were "Forecasted by the new Mitchell Design." "These new Mitchell Sixes bring to motoring America its first accurate example of the coming style...viewed from any angle—from inside or out—the effect is impressive." It certainly impressed most people, unfortunately not in a good way.

The public can be cruel. Pundits looked at Mitchell's swept-back radiator—which management was sure would be the next big styling fad—along with the sedan's split vee'd windshield, which, regrettably, had a different slant than the radiator—and pronounced them "The Drunken Mitchells." The name stuck. Sales fell through the floor, the slump continuing into 1921, when a mere 2,162 cars were sold, this even after a hasty restyle; 1923 saw Mitchell produce just 100 cars. Despite a history going back more than 80 years, the company was gone by 1924, its plant sold to Nash Motors for \$405,000. ☹





## I WAS 13 TO 14 YEARS OLD DURING

the two years of the New York World's Fair and was so taken by it that I went over a dozen times. Every time my best friend Dave and I saved up \$15, we'd take the 44 Tremont bus from Orange, New Jersey, to Newark, then the 118 bus into Port Authority, and then the 7th Avenue subway right up to the Shea Stadium/World's Fair stop. (Yes, back in those days parents could allow 13-year-old boys to travel to New York by themselves.)

We'd head straight over to the auto section of the Fair. I was a Ford guy at the time, and Dave was a dedicated Chrysler fan, but we both agreed that the GM Futurama was by far the best of the Big Three exhibits; Chrysler's was a poor third. One day during the second season, the Fair was particularly empty, and there was no line at all at the GM pavilion, so we rode the Futurama ride four times in a row. At Ford, we rode the Magic Highway so often that we became expert at juggling our place in line so we could snag a seat in a Thunderbird or Lincoln, instead of the more mundane Galaxies or Falcons.

Your article featured the Ford Allegro styling study that was always a favorite of mine, but I was one of eight kids in a typical 1960s Irish family, so I had spent my younger years rolling around in the back of a 1956 Mercury Monterey Custom wagon, and then a 1963 Country Squire. Ford displayed the wagon of the future at the Fair, called the Aurora, and I still have the little catalogue that described its advanced lighting and wraparound second lounge seat that obviously inspired the Thunderbird's back seat of the era.

Steve Mortenson  
Summit, New Jersey

## I WAS DISAPPOINTED THAT YOU

missed one of the most distinctive cars at the New York World's Fair—the Amphicar! There were eight Amphicars at the World's Fair. They were later sold to Santa's Village in West Dundee, Illinois, where they were used as an attraction, giving 1000s of people rides in these unique vehicles. A number of them were destroyed when a barn collapsed, but a friend of mine has one of the original cars. It has never been titled for road use and is fully restored.

Jim Golomb  
President—International Amphicar  
Owner's Club  
Northfield, Illinois

## I REALLY APPRECIATED RICHARD'S

featuring the 1950 Oldsmobile 88 in the "Dispatches from Detroit" segment in *HCC* #152. I have a fond memory of those cars, as I purchased my first car at age 15, a 1950 Olds 88 two-door with a factory standard transmission. This was, indeed, one of the first "muscle cars" with the "98" engine in the "76" body. It would fry the rear tires if I didn't ease away from a dead stop, and it would hit an honest 90 mph in second gear, seemingly winding forever! I miss that car very much, and it still gets mentioned at all of my class reunions!

Jim Paule  
Bryan, Ohio

## I AM 75, AND HAVE OWNED A 1939

MG SA, '54 Corvette, '60 Jaguar XK150S, '68 Chevelle, '69 Camaro, and many non-descript everyday vehicles. I now have, as my toy, a 1993 Cadillac Allanté, with two tops and the Northstar engine. It will be 25 years old in 2018, and is in #4 original condition. I drive it almost every day from when the salt is gone from the roads until the first snow. I try not to drive it in the rain, but, it is New England, after all.

My Allanté has about 140,000 miles on it. It is relatively rare, fast, and comfortable except for the wind noise over 60 mph with the top down, or soft top up, but with the hardtop on, it is quiet. Most mechanical parts are easy to get—GM made a lot of this engine/transmission combination—and there are three main sources for Allanté used and reproduction parts.

The point of all of this, as with Richard's editorial in *HCC* #151, is that this Allanté cost me \$3,000—not \$30,000. And, I predict, it will go up in value over the next 10 years, not down as the more routine 1930s and '40s cars are going. Yes, I put another \$3,000 into it to replace just about every gasket (except the head gaskets) and hose, the plastic radiator and the rear brakes, but it is a very reliable, fun to drive toy.

Charles Tucker  
Exeter, New Hampshire

## REGARDING RICHARD'S COLUMN

on late-model desirability, I completely agree that the collector car community should embrace cars from the late 1970s to early '90s. As a child of the '70s, cars from that era grab my attention more than any other. Whether at a local car show or events like the Woodward Dream Cruise,

automotive diversity is a good thing and helps keep the hobby interesting.

Although my dad passed away without realizing his goal of owning a Thunderbird, I was determined to find one in like-new condition. After years of searching, I discovered a 1979 Heritage Edition with less than 12,000 miles—as close to new as I could find. I bought the car sight unseen and think of my dad every time I drive it.

My T-Bird is all original, save for the vinyl roof, which was re-dyed before I purchased the car. It has been completely reliable, requiring only regular maintenance to keep her on the road. I love seeing the reactions from all age groups, as it looks like nothing else on the road today. Every time I drive it, I'm greeted with smiles, thumbs-up, and conversation. From my perspective, generating interest in older cars will help ensure the hobby remains vital for years to come. Isn't that the point of preserving a piece of history?

Tom McCarthy  
Glenn, Michigan

## I JUST HAD TO DROP YOU A LINE TO

tell you how much I enjoyed Richard's "Late-Model Desirability" column in *HCC* #151. I'm in my late 50's and always dreamed of someday owning a 1969 Road Runner. As time flashed by and the price of muscle cars became way out of reach, I soon realized this probably would never happen. The only thing I could afford was a later model two-door Dodge Dart. I took it apart, cleaned it up, and was accepted by the local antique/classic car crowd. Since that time, I did the same with a 1988 Ram pickup.

Thanks for thinking of the "on a budget" class of car guys.  
Perry Dawe  
Newfoundland, Canada

## I THOROUGHLY ENJOYED BOB

Palma's column in *HCC* #153 on the overuse of the words "custom" and "rare," as I did Richard's recent thoughts on "barn finds." But I have to respectfully disagree with Bob's conclusion—and add one more word to the "overworked" list. A "one of one thousand" car is rare. A "one of one hundred" is very rare. But a "one of one" is a unicorn.

My wife and I recently acquired a barn find which, although somewhat rare, would

*Continued on page 41*





By its nature,  
the show  
brings  
greybeards  
like me into  
contact with  
Millennials, to  
talk about our  
automotive  
interests.

## Car Show U

What's the best way to celebrate surviving one more New England winter? Taking in a spring car show is one answer. As luck would have it, while I was distractedly scrolling through Facebook one night, what should appear in my feed but an announcement for a car show the very next weekend, in the town of Amherst, Massachusetts.

Amherst, which you literary types might recognize as the haunt of Emily Dickinson, is about an hour and a half away from where I live in the northern reaches of the Berkshires, and it also happens to be the home of the flagship campus of the University of Massachusetts, where I went to college in the days when a face book was an actual book. This show was being put on by the UMass Motorsport Club, an undergraduate organization that didn't exist when I was hunched over my textbooks. I decided to enter a car (since this is an all-American car magazine, I'll just say that it rhymes with "Bertone X1/9") in the alumni class, and show the flag in more ways than one.

I got to the show field, a paved lot across the street from the Southwest Residential Area, on the early side, and it's a good thing I did. It was a perfect spring day, and it didn't take long for the show cars to fill the lot to capacity, spilling over into an overflow lot. I'd barely made it through the gate when I was greeted like a long-lost brother by Mikal Kausar, a student and one of the show's organizers. Mikal, it turns out, is a fellow X1/9 owner, and he directed me to park my car near his.

What does a car show run by college students look like? Probably a lot like most of the shows you've attended, assuming that they have a separate category for alumni, and enough Subarus to constitute their own class—photos taken by drone would later confirm that one corner of the lot had a heavy World Rally Blue tint to it.

But fear not, the Stars and Stripes was well represented, too. There were classes for trucks, modified and stock, populated by Ford, Chevrolet, GMC, and Ram products, as well as a class for domestic cars of all years. The hot rod class did Dearborn proud, and the classics class was won by, of all things, a pristine 1957 Chevrolet Bel Air, complete with drive-in window trays. Think the student judges wouldn't be into the poodle-skirt

scene? Think again. The American Muscle class was taken by a 1969 Chevrolet Camaro, which seemed a highly worthy choice.

There was no way to know what was being shown by whom, since the little signs on the windshield didn't tell anything about the owners. Club officers Ryan Lambracht and Christian Lewis would later tell me that student cars probably accounted for about 40 of the 1,000 vehicles on display. After all, many students are fortunate to have basic transportation, let alone a special car to show.



Ryan tells me that the show is the club's main revenue generator, and it's been growing steadily, doubling in size in the past two years. "I've really been trying to bring in the older cars, because that's what I like to see," Ryan says. "Since last year, we've been bringing in dramatically more muscle cars and

classic cars, and it's really evening out the show." Ryan has contributed to that turnout, showing the 1967 Camaro he restored. Back home are two more of his restorations, a 1961 Willys and a 1985 Chevrolet.

Christian, on the other hand, grew up in a Saab family, and he brought his 2007 Saab 9-7X. "I like the German and Swedish vehicles, and the more exotic stuff," he says. Car culture on campus, he explains, is "super broad."

Ryan and Christian are proud of how inclusive the show is, and how it welcomes fans of all sorts of cars. "A lot of shows are super focused, and you walk around and you see more of the same. But we have 14 categories—everything was there. You could see pretty much anything you wanted to see."

By its nature, the show also brings greybeards like me into contact with Millennials, to talk about our automotive interests. "People like that the younger generation and the older generations are conversing with each other. I hear that a lot," Ryan says. "I hear a lot of good banter going on, and I'd like that to increase."

Christian and Ryan will both be moving on from the UMass Motorsport Club, with their graduations this spring—they're getting degrees in finance and construction management, respectively. But they've helped to ensure this growing club's future by recruiting new members. "There're over 3,000 ways to get involved on campus," Ryan says. "Every club faces the crowding-out factor, but we do well." ☺



have remained in the seller's possession if it hadn't been painted by the factory in a "custom" color—making it a unicorn.

Michael Peck  
Petaluma, California

## WHEN I READ DETROIT UNDERDOGS

in HCC #151, it took me back to 1978 when our sheriff decided that the new patrol cars would be LTD II's. We deputy sheriffs grumbled that our cars were being down-sized and wondered if we would be next (we had no idea that these '78 models would give way to 1980 Fairmonts, which were a disaster for law enforcement patrol). I actually came to like my LTD II, as it had no lightbar, and I could stealth my way through dark patrol areas. Suspects, however, related that they knew we were coming when they saw the stacked headlamps. We survived all that and eventually returned to full-sized Dodge Diplomats.

My memory of the "LTD-Torinos" was that they performed pretty well going straight, but tended to turn end-for-end on slippery pavement. The longest pursuit that I was ever involved in was keeping up with a Mercury Montego (same car, different grille) for over 30 miles. We won that chase when a tire failed on the pursued vehicle.

Pete Snyder  
Dayton, Ohio

## I VERY MUCH ENJOYED THE FINE

article in HCC #152 on the 1940 Packard Super 8 Business Coupe. A great car, but as mentioned, it did not have many takers for obvious reasons. I do, however take exception to Jeff Koch's description of traveling salesmen of the era as "sweaty men in ill-fitting suits hawking widgets from town to town, living out of a suitcase." This may have been the image portrayed in *The Music Man*, but in the '40s through the '70s, that was not necessarily the case.

My father started on the road in 1940 and continued until he retired in 1966, selling wholesale dry goods to all the small mom-and-pop department stores. He drove 60,000-plus miles in Illinois and Iowa each year and had a new company car about every year. The company cars were low-end models, with no options except a heater. He started with a 1940 Plymouth two-door sedan and a few black Chevrolet sedans after the war; then several more Plymouth sedans. In 1956, he bought his own car, a 1956 Buick Special sedan, which was a huge improvement. I was a 12-year-old car-crazy kid who was thrilled to have a Buick,

which even had a radio and whitewall tires, in our family. Next followed a 1959 Buick Invicta, a '61 Pontiac Ventura, '63 Bonneville, and a '65 Wildcat.

With all due respect to Mr. Koch, my dad wore nice suits with starched white shirts and was not sweaty. He spent his adult life on two-lane highways and staying in any hotel a small town could offer for five nights a week. He put three kids through college. These small locally owned stores no longer exist, and neither do salesmen like my father, but I am sure there are many others who appreciate what their traveling salesmen fathers did for them.

Jim Moore  
Newburgh, Indiana

## PLEASE FORGIVE ME FOR THE DELAY

on responding to your History of Automotive Design article in HCC #145 regarding sales initiatives and gift rewards. I was not associated with Buick Marketing in the days you were referring to, but my dad worked for the same sales and service organization his entire career in Rochester, New York. He entered it as a mechanic, worked his way up to the sales manager and was eventually promoted to customer relations manager. He convinced the boss to give him a chance at sales—quite a risky move on both parties, but Dad wanted a new and different challenge.

His technical reputation and customer knowledge base preceded him, and it didn't take long to migrate into the new challenge. It was such a good fit, in fact, that he soon became a top producer. I can't remember what year it was (somewhere in the late 1940s or early '50s) that Buick Marketing initiated a "Salesmaster's Award program." I can remember it well, because he won lots of points and was awarded many prizes. Dad was a hunter, so he elected to get a shotgun and three rifles, two of which I still have. He also got a big garden tractor and outdoor grill, including other stuff. I still have two of his diamond-studded lapel pins indicating his membership as a "Royal Purple Salesmaster" for several years.

Terry Lutz  
Guffey, Colorado



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A company

that grew

into one of

America's

great luxury

automobile

manufacturers

was born in

1917—or 1920

or 1922...



## Lincoln's Centennial—But in What Year?

A company that grew into one of America's great luxury automobile manufacturers was born in 1917—or 1920 or 1922, depending on your historical perspective.

The Lincoln Motor Company was founded in 1917 by Henry M. Leland and his son, Wilfred, to build Liberty V-12 engines for the war effort. Leland Sr. had headed up General Motors' Cadillac division after it was acquired by GM in 1908, but when GM President William Durant declined to become involved in the war production effort, the patriotic Lelands left and launched the Lincoln Motor Company, named after the first president for whom Leland Sr. had voted—Abraham Lincoln.

The war ended in November 1918, and with it the need for Liberty engines. The Lelands and their investors had a modern plant, 6,500 employees, and nothing to build. The decision was made to manufacture a luxury car, and although there were some who favored naming the car Leland, the name Lincoln was chosen.

By 1920, a new company had been created, with the same name as the previous one—the Lincoln Motor Company. Such was the Leland reputation that \$6.5 million in stock was sold the first day, and more than 1,000 orders for cars were placed—months before any were produced. The first Lincoln motorcar was completed on September 21, 1920, which made it, in effect, a 1921 model.

The new car was heralded for its superior engineering. The Lincoln boasted a newly-designed, 60-degree V-8 engine that developed 90 horsepower. The chassis was state of the art. The bodywork, on the other hand, was conservative, and this was at a time when almost all automobiles looked boxy. Thus, Lincoln had a breakthrough engine and chassis, but no similar triumph in body design.

Then, the Lincoln Motor Company was hit with a double whammy. The United States experienced a severe postwar recession, which affected many automobile companies. Lincoln had started with \$8 million in cash, and subsequently borrowed nearly \$5 million more. It was hoped that strong sales would put the company in the black.

The U. S. Government made things more difficult for Lincoln when it hit the company with a multi-million-dollar war tax debt, on three

different occasions. These actions turned out to be without merit, but resolution took time and money from Lincoln. In late 1921, as Wilfred Leland was pursuing refinancing of the company, the government's third claim was made and ended any hope of additional funding. By late 1921, the Lincoln Motor Company was in receivership.

In July 1921, the Lelands had approached Henry Ford for financing, and then they returned to Ford to discuss it purchasing their company. Ford opted to acquire it at the receiver's sale, which took place on February 4, 1922. The price was set at \$8 million by U. S. Federal Judge Tuttle. Ford was the only bidder.

Initially, Henry Ford received positive publicity for his "good deed" in bailing out the Lelands, whom, he announced, would continue to operate the Lincoln factory. Not unexpectedly, the Lelands were gone by June and hard feelings between the families remained for the rest of their lives. The Lelands insisted that they had been verbally promised autonomy to run the company and that the Ford Motor Company would reimburse Lincoln stockholders. Ford denied this claim. A suit was filed and went to the Michigan Supreme

Court, which ultimately ruled in Ford's favor in 1931.

Upon its sale, the Lincoln Motor Company was managed by Edsel Ford. Under his guidance, Lincoln became one of the world's great luxury marques. He took the Leland-designed chassis and married it to some of the finest coachwork of the 1920s and '30s. He immediately began working with the top custom coachbuilders—Brunn, Derham, Fleetwood, Judkins, Holbrook, LeBaron, Locke, Murphy, and Willoughby—to create body designs that complemented the Lincoln chassis. Later, Dietrich and Waterhouse joined the ranks.

Thus, there are three Lincoln Motor Company "centennials"—the founding of the company in 1917 to build Liberty engines, the reorganization of the company to build automobiles in 1920, and the acquisition of the company by Ford Motor Company in 1922.

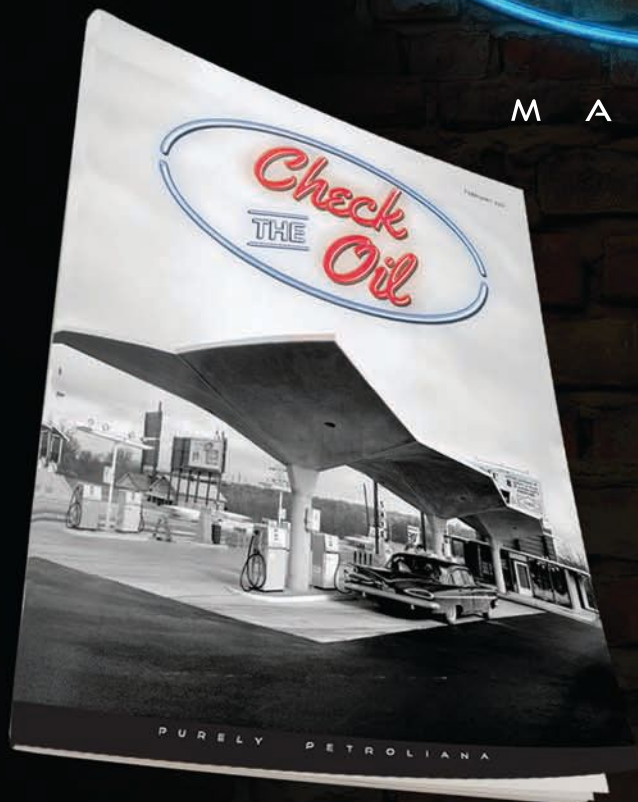
The Ford Motor Company has not yet decided which date it will recognize for the Lincoln centennial. Personally, I believe 1920 is the official birthday of the company. In any case, it's a heck of a story—and, as the saying goes, "Only in America." 🐾







M A G A Z I N E



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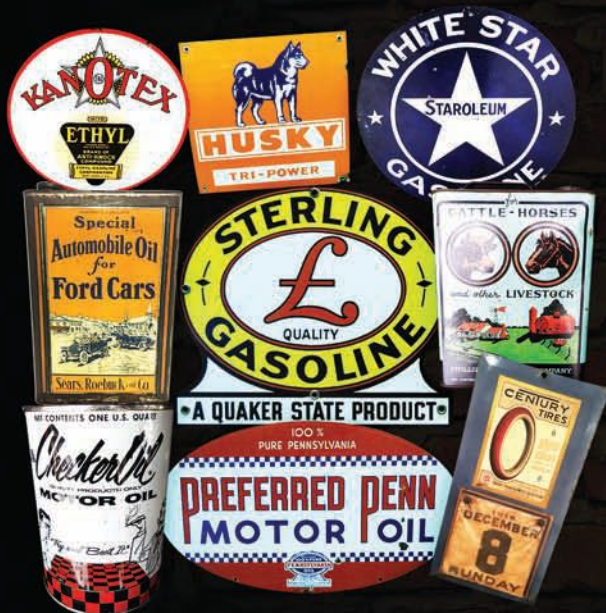
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# Hail to the Chief!

*1932 Studebaker President Convertible Sedan proves that South Bend could compete with the best*

WORDS AND PHOTOGRAPHY BY TERRY SHEA

**W**hen Studebaker introduced the President luxury line in 1928, it shook up the very notion of what the name Studebaker meant. Efficiently priced, solidly built, and impeccably engineered, Studebakers made their owners look smart. But from 1928





through 1933, Studebaker produced the President, a powerful, long-wheelbase luxury model that today deserves to be uttered in the same breath as the finest cars of the era from Chrysler, Buick, Cadillac, Lincoln, and even Packard.

The President drove the maker to a class not previously occupied by any other car to carry the Studebaker name. Like those other hallowed American marques, the President flaunted its reputation, not only with a robust and powerful engine under the hood, but also with more than a dash of style and a magnificent wallop of presence.

Take the 1932 Studebaker President Convertible Sedan shown here. Between its 1928 debut and 1932, the President line saw several notable improvements over the years, and, surely by 1932, reached the peak of its design and engineering prowess. Note the distinctive band at the beltline, stamped into the steel and given a flourish with the two-tone paint. The chrome surround of the V-shaped radiator and raked-back windshield also set it apart from the standard Studebaker six-

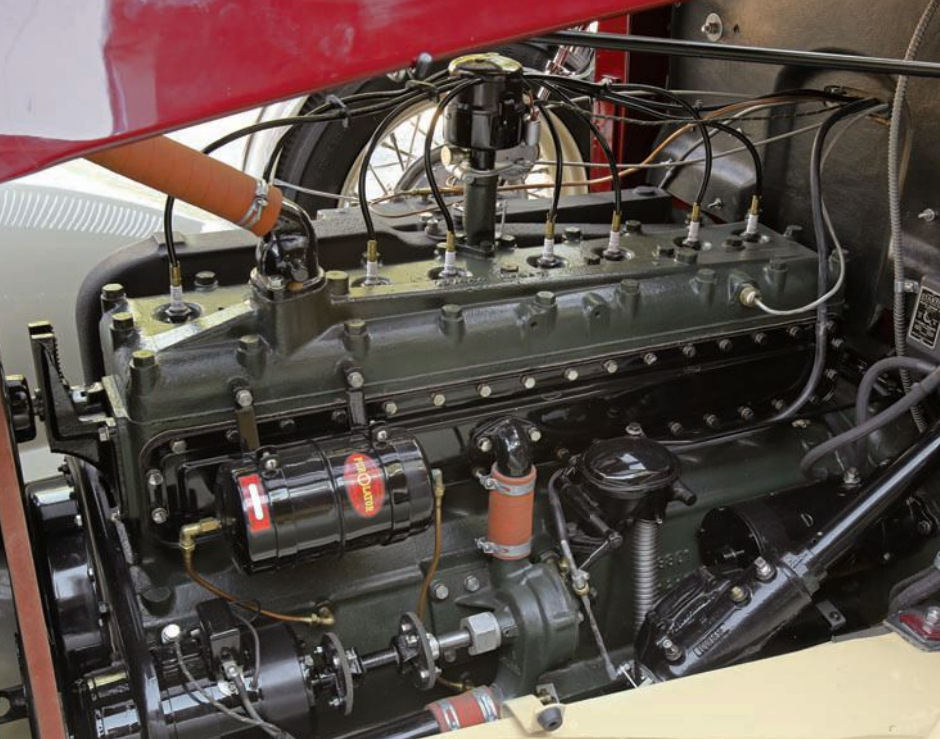
and eight-cylinder models, as did the more expansive fenders topped by chromed turn-signal lamps.

Adding to the car's distinction are a pair of massive oval headlamps, dual side mounts, and a painted frame and underbody to match the rest of the car, all of which speak to the attention to detail Studebaker gave these outstanding automobiles. To separate the President from other Studebaker models, all 1932 Presidents rode on their own, exclusive 135-inch wheelbase.

During the President's six-model-year run, Studebaker set a host of speed and endurance records with the model. In addition to providing ample power and torque, Studebaker's eight-cylinder engines also proved the best of the bunch during the Indianapolis 500's era of racing cars powered by production-based engine blocks.

Still, Studebaker did not rest on its laurels. It updated the original 318 cubic-inch 100-hp engine to 337 cu.in. and 115 hp in 1930, and then significantly upgraded the engine's





With a 3.5-inch bore and a 4.375-inch stroke, the '32 Studebaker President's straight-eight, breathing through a single updraft carburetor and using 5.1:1 aluminum pistons, produced an impressive 122 hp at 3,200 rpm.



rotating assembly with aluminum pistons, a vibration damper, and the adoption of a nine-main-bearing crankshaft in lieu of the earlier model's five main bearings. For 1932, Studebaker rated its top-of-the-line engine at 122 horsepower at 3,200 rpm. Though not as powerful as some of the supercharged and 12-cylinder models on offer in the market, Studebaker's straight-eight powertrain proved a worthy competitor.

For the 1932 model year, Studebaker produced just 2,399 Presidents of all body styles. While there is no definitive account of the number of Convertible Sedans made, owner George Vassos, of Westfield, Massachusetts, believes that his President is just one of two known to exist. Fortunately for fans of Studebakers, a little over a decade ago, George rescued this car and had a full restoration done on it.

Originally delivered to California when new, the car followed its first owner to Mexico when he retired in the 1940s. In the '70s, a buyer in California brought the car back to the U.S., but it slowly languished in his garage. "It just kind of sat there," says George. "He didn't do much with it. He sold off a few parts. He sold the original engine. And he sold the gauges.

It was a project, really, that nobody wanted to tackle because it needed a ton of work.

"The long and short of it was that I bought the old Studebaker and tackled it. I was probably a little naïve in terms of what was going to be involved, but I figured, one way or another, we'd get the job done. I had it transported back East sight unseen. It kind of looked like Jed Clampett's car from the *Beverly Hillbillies*. There wasn't too much rust on it, but the paint was all faded, and it certainly wasn't driveable. But there are only two of them known to exist, so it's not like I could tire kick and say, 'Well, I'll wait until I find a better one.'"

George set about restoring the Studebaker over the next 10 years. It took a lot of work. Six—literally six!—layers of upholstery had been fitted, one on top of another on the seats. George's President had a 1931-spec engine installed in it. Amazingly, he tracked down the original straight-eight engine and repatriated it with the car. Perhaps just as incredible, George managed to find a highly original 1932 President Sedan as a parts car, though it turns out he unknowingly got caught in an anonymous online bidding war with the owner



The elegant style of the President carried over into the passenger cabin. The nickel-plated instrument panel with its fine black lines proved difficult to restore.







of the only other known '32 President Convertible Sedan. But they managed to work that out to the benefit of both.

Among other challenges, George says "I spent probably about a year trying to get the body panels to fit. We got to fit them as well as we could, but it was really sending it down to Al Prueitt & Sons of Glen Rock, Pennsylvania, for the top and upholstery. They also kind of refined the fit and finish to get that to where it is today. They did a really nice job of that." George's friend Robert Belling helped with the bodywork and paint, while George tackled much of the mechanical work himself.

With a car as rare as the President, George did have to track down or have fabricated certain parts to complete the faithful restoration, from the metal on the running boards to the window seals, which are rubber around a metal base. He also had to have the trunk frame re-worked twice when he realized, after the fact, that the trunk and its frame are not rectangular but slightly curved. "It's interesting that they went to that trouble to make that curve like that," notes George. "Aesthetically, it looks better, but rather than just slapping on

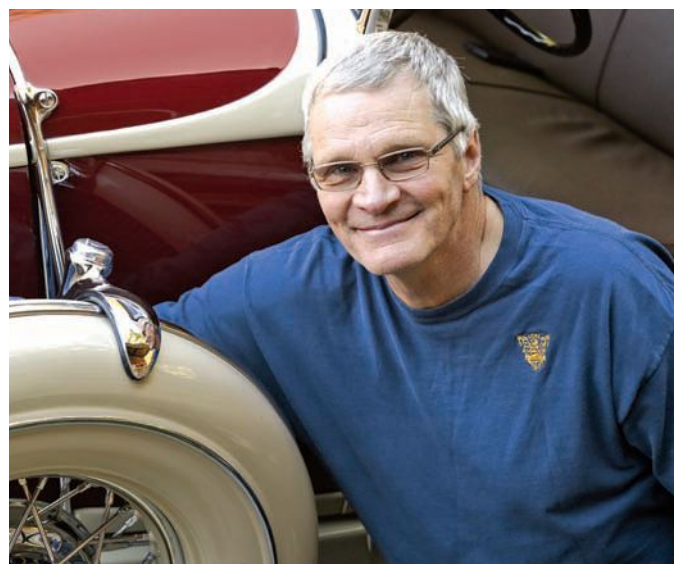
a rectangular trunk, they went to the trouble to do that. To me, those Studebakers are some of the most beautiful car designs of that era—and that's the Classic Era. So, I think, aesthetically, and as far as elegance, they can compete with anything of that era."

George is certainly not the only person who feels that way. Just a few short days after completing the car's restoration, George entered the 2016 Greenwich Concours d'Elegance, an event he went home from with the best of show trophy in his hands. He repeated that feat at our own Hemmings Concours just a few months later. This year, his stunning 1932 Studebaker President Sedan has also appeared at the Amelia Island Concours and is set to make its Pebble Beach debut in August.

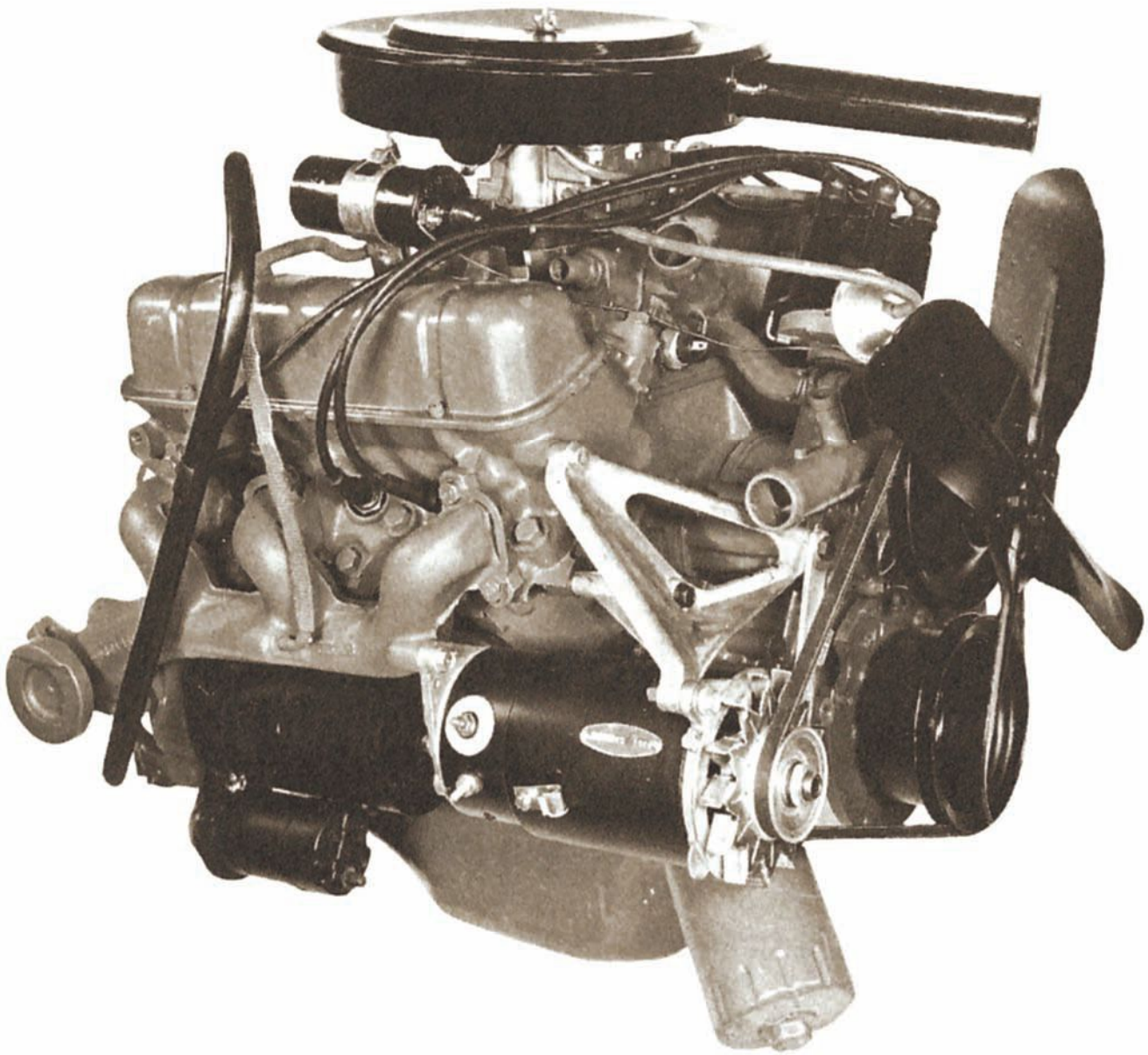
For George, there is nothing quite like knowing that sharing his car can also engender the same opinions he's had for some time: "Having gone to those meets and seeing how people responded to the car, I think a lot of people just thought, 'Wow! I never saw a car like this before. I can't believe Studebaker made cars that looked like that!'" 🍷



*There are only two known to exist, so it's not like I could tire kick and say, 'Well, I'll wait until I find a better one.'*







# Six-Cylinder Revolution

*Buick's venerable V-6 engine and the cars it powered in the Sixties*

BY MATTHEW LITWIN • PHOTOGRAPHY COURTESY OF GENERAL MOTORS

**T**he compact car had captured the minds of budget-conscious Americans in the late Fifties, spearheaded by American Motors' Rambler, which was already in a sales race with Volkswagen. By then, plans had been drafted by volume-leaders Chevrolet, Ford and Plymouth that later came to fruition as the 1960 Corvair, Falcon and Valiant. Until May 1960, what few outside of Detroit realized was that General Motors—believing, correctly, that there was an upscale segment of the compact-car market—had gone one step further, positioning Buick, Oldsmobile, and Pontiac to fill the niche.





## 1962 SPECIAL CONVERTIBLE

Flint agreed to move forward with a compact design when Fisher Body offered a modified version of the unit-body Corvair as a foundation. Among the alterations were the switch to a conventional front-engine/rear-wheel-drive layout and the stretching of the wheelbase from 108 inches to a more comfortable 112. Simultaneously, Buick was developing a 215-cu.in. cast-aluminum small-block engine, a 155-hp V-8 weighing just 318 pounds—the first of its kind to be mass produced—that was believed to be a perfect fit for the new Buick (and, though modified, for Oldsmobile) compacts.

Bolstered by Buick's plush interiors and contoured body lines closely matching that of the division's full-size lineup, the all-new 1961 Special was formally introduced in the fall to great fanfare. *Road & Track* called the Special's V-8 an "absolute jewel," to say nothing of the Special Deluxe or the sporty 185-hp Skylark, the latter released midyear. Management had already realized the 215 V-8 was counterproductive in the base Special, in spite of the praise and nearly 87,000 units sold

across the three trim levels; its production cost was abnormally high for the entry-level car.

To make the Special both profitable for the division and more attractive to buyers, designers sought a smaller yet equally spritely engine for the 1962 model season. Management rejected using Pontiac's slant-four engine, nor was a straight-six feasible due to the design of the car's chassis. Instead, a V-6 was proposed by Joe Turlay, who had previously drafted a concept based on the existing 215-cu.in. V-8. When given the nod, Turlay and his colleagues had less than one year to develop and begin producing the conceptualized engine, which was to be made of cast iron instead of aluminum.

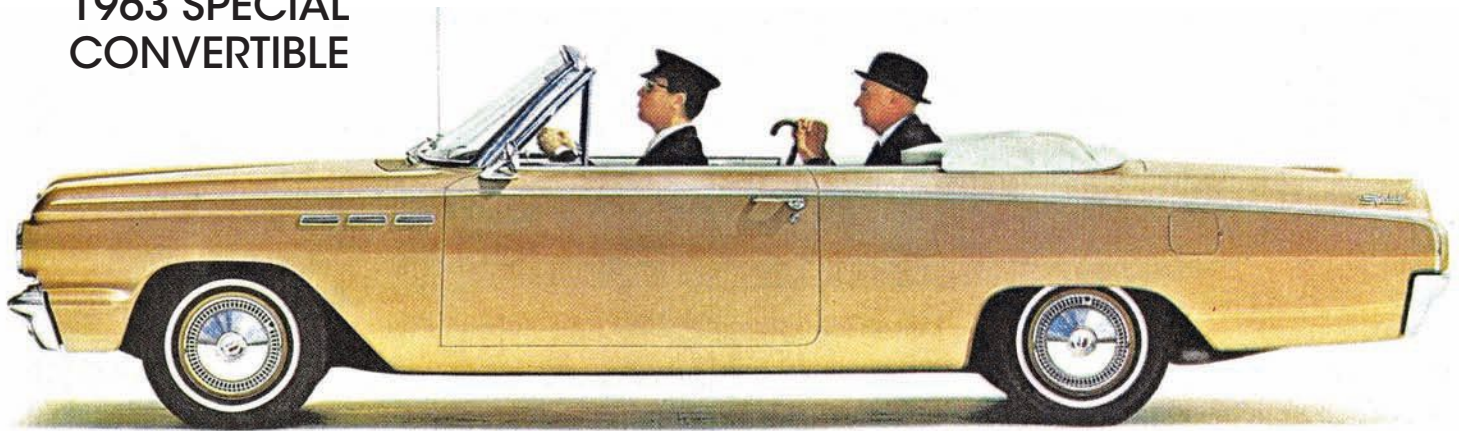
There were pros and cons to using the aluminum 215 V-8 as a starting point. The drawback was that Flint was locked into its 90-degree configuration, rather than a typical 60-degree V-6 design, which also affected firing order and balance. Conversely, the 4.24-inch cylinder-bore spacing could be carried over, eliminating excessive retooling. Also borrowed



## 1962 SPECIAL COUPE



## 1963 SPECIAL CONVERTIBLE



were bolt-on parts, such as the timing cover, water and oil pumps, flywheel, valve gear, bearings, and more. When completed, the engine's vital numbers were announced as 198 cubic inches, with a 3.62 x 3.20-inch bore and stroke and 8.8:1 compression ratio. Bolstered by 1.50/1.31-inch intake/exhaust valves, a combustion chamber identical to the 215 V-8, hydraulic lifters and a Rochester two-barrel carburetor, the new V-6's factory rating was listed as 135 hp at 4,600 rpm and 205 lb-ft of torque at 2,400 rpm.

Initially, the V-6 was intended to be issued as the standard engine in the entry-level Special series, and thus was excluded from the upscale Special Deluxe and Skylark models. Also, the V-6 weighed 50 pounds more than the 215 V-8; however, it was believed that this increase would do little to upset chassis balance, a fact later validated by media tests. Those same tests

also confirmed its performance potential, as the V-6 was able to nudge the Special to just under 100 mph while providing decent fuel efficiency, prompting the "Six for Savings—V for Vroom" sales pitch that was to debut.

When Buick unveiled its 1962 models, as expected, the Special series and its supporting Special Deluxe and Skylark exhibited little visual change. The pointed front fenders and sculptured flanks were carried over, although the 1961 Skylark-specific grille was now shared throughout the series. Other noticeable alterations were the redesigned quarter panels and rear fascia. A convertible and two-door sedan body style were added to the already existing two-door hardtop and four-door sedan and station wagon lineup, while the independent front suspension, coil-sprung rear suspension, and key chassis dimensions remained unchanged.

## 1963 SPECIAL TWO-DOOR COUPE



## 1963 SPECIAL FOUR-DOOR COUPE







## 1964 SPECIAL DELUXE

Though the 1962-model compacts were certainly more refined, what stole the show once again was the Special's new standard V-6 engine. Backed by either a three-speed manual or an optional Dual-Path Turbine Drive automatic transmission, the engine was, according to *Motor Trend*, "pure progress in design, originaive engineering excellence and the power concept of the future," with a 0-60 time of 14.4 seconds and a quarter-mile sprint of 21.2 at 71 mph. Coupled with its other attributes, the Special was bestowed with *Motor Trend's* coveted Car of the Year award. Accolades were nice, but public response was more meaningful. Already the best-selling B-O-P "large compact"—as it was sometimes called—the Special realized 153,843 units in total sales by season's end, 60,498 of which were baseline Specials.

The first inkling of changes destined for Buick's compact

appeared on the 1963 models. Regardless of trim level, the outer shell had been completely revamped, the sculptured flanks replaced with smooth, convex panels interrupted by a pair of narrow accent lines. The squared body was also lengthened four inches over the same 112-inch-wheelbase chassis, while the restyled front and rear fascia projected a much wider vibe, a response to the "bigger is better" mantra that attracted buyers in nearly all market segments.

The Special line continued to offer buyers five body styles established a year prior, the most popular of which was the two-door coupe, followed closely by the four-door sedan, which sold nearly 22,000 units, each. Rounding out the lineup was the convertible, and the two- and three-seat Estate Wagons. Also retained from the previous year was the Special's standard drive-train: the now-highly regarded 198-cu.in. V-6 accompanied by a



## 1965 SPECIAL COUPE



## 1966 SKYLARK SPORT COUPE



three-speed manual; although, as was the case in 1962, its option list included the aluminum 215-cu.in. V-8 and Dual-Path Turbine Drive automatic. Although Buick's output increased for the year, Special production dropped to fewer than 60,000 units.

When the all-new A-body models were announced for the 1964 model year, it quickly became clear that the B-O-P compacts were officially no more. All had been thoroughly reconfigured from the compressed unit-body chassis to a conventional body-on-frame design sporting a 115-inch wheelbase (wagons rode on a 120-inch wheelbase) and wider 58-inch track stance. At Buick, the bodies featured crisp, new lines with recessed grilles and tail panels, with carefully sculptured bumpers tucked flush against fenders and quarter panels.

Specials remained the entry-level model, and as such, continued to receive the V-6 as their base engine. But, like the platform it was bolted to, the engine was updated to make 155 horsepower. To accomplish this, both the bore and stroke were upped to 3.75 and 3.40 inches, respectively, while the cylinder head intake and exhaust valves were enlarged to 1.63 and 1.38 inches, respectively. Compression was increased to an even 9.0, and a new Rochester two-barrel carburetor was fitted to the intake manifold. All told, the original 198-cu.in. V-6 had become the 225-cu.in. Fireball V-6. Though more powerful, it also won its class for fuel efficiency, attaining a 25.29 mpg average on a cross-country trek from Los Angeles to New York City.

While it was expected that the Special would receive the

V-6 as base equipment, for 1964, the upscale Special Deluxe models, which consisted of a two-door coupe, four-door sedan and station wagon, also came with the engine as standard. A distinguishing visual trait that separated the Deluxe from the base Special was a narrow strip of trim that ran the length of the body along the beltline, while interiors featured floor carpet, a deluxe steering wheel and vinyl/cloth upholstery combinations. A noteworthy mechanical option for both trim levels included the new 300-cu.in. small-block V-8 that replaced the aluminum 215 V-8.

With well-proportioned styling, Specials/Skylarks saw output jump to more than 184,600 units for 1964, an astounding 170,978 of which were Special/Special Deluxe models. These figures were destined to increase with each successive year, bolstered by the advent of the growing muscle car movement.

In terms of the V-6, as the 1965 models migrated from assembly lines to showrooms, its status as "base engine" was extended into the top-of-the-line Skylark series. Beginning with the base Special, the 225-cu.in. V-6 was standard in the four-door sedan, two-door coupe, convertible, and station wagon. Meanwhile, the two-door coupe was eliminated from the Special Deluxe series, leaving just the four-door sedan and wagon. As to the Skylark, the V-6 was standard in the four-door sedan, two-door coupe, two-door hardtop, and convertible body styles. Buick's series-numbering system also made it easy to track V-6 output among the A-body trim levels for the first

## 1966 SPECIAL DELUXE






## 1966 SPECIAL SEDAN



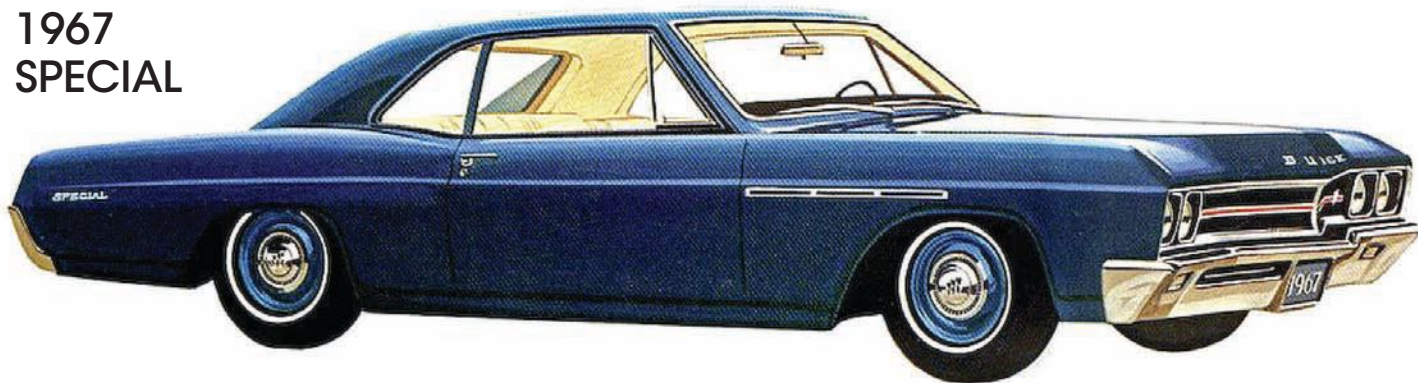
time and, at the conclusion of 1964, that number was 58,898 units, of which 32,998 were base Specials.

Technically, little changed to the A-body platform for the 1966 and 1967 seasons—the final two years in which the chassis employed a 115-inch wheelbase and coil-sprung suspension system—however, the bodies were noticeably restyled, with quarter panels adopting the “Coke bottle” profile kick-up above the wheel arches and, on the top trim levels, a gradual top-to-bottom recessed rear windshield.

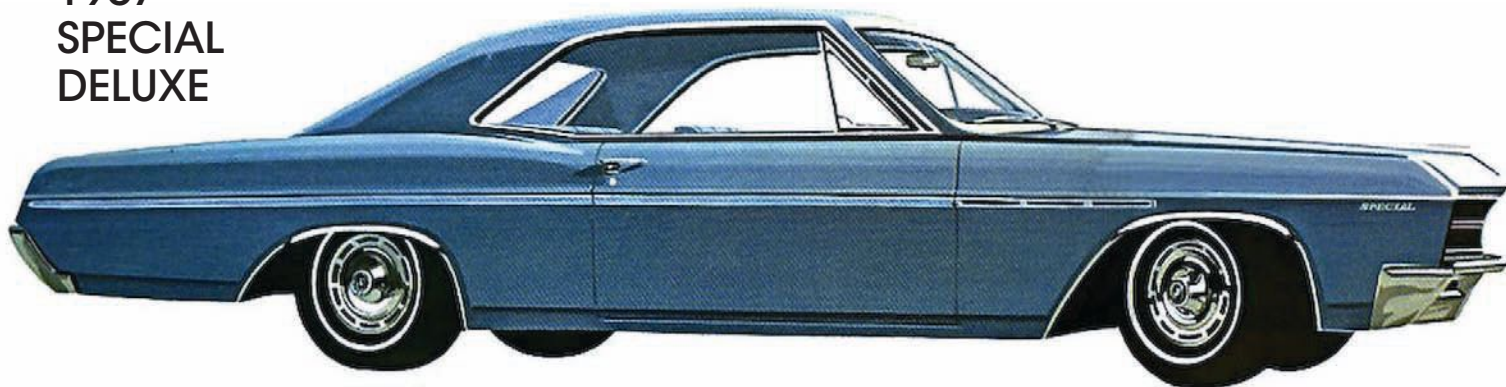
Likewise, the V-6 welcomed some fine tuning at the factory that added five horsepower and 10 lb-ft of torque to its performance statistics. Its insertion to the A-body models as standard equipment remained unchanged for 1966; although, a year later, it was limited to just three body styles in the Special, two in the Special Deluxe line, and just one in Skylark guise (the two-door coupe) dropping its output to just 19,485 units, collectively.

As GM toolled up for a redesigned A-body chassis for the 1968 model year, Buick dropped the 225-cu.in. V-6 from its engine lineup, quickly selling the entire manufacturing line to Kaiser Jeep Corporation; however, it would not be long before the venerable V-6 reappeared in Buick’s arsenal of engines. More than a footnote, the catalyst for the announcement was the 1973 fuel crisis, which prompted Buick—like other automakers—to hurriedly increase economy engine output. Within a year, Buick was able to purchase the complete V-6 line from American Motors—which had earlier acquired Jeep—and had it reinstalled in its original location. Changes were few, with the exception of enlarged cylinder bores, increasing displacement to 231 cubic inches. By 1978, it was not only one of Buick’s primary economy engines, a turbocharged variation placed it squarely on the threshold of performance car history that was to come. 

## 1967 SPECIAL



## 1967 SPECIAL DELUXE





# Push-Button Revival

*A well-preserved 1961 Plymouth Belvedere renews childhood memories for its fortunate owner*

WORDS AND PHOTOGRAPHY BY DAVID LaCHANCE

Plymouth did its best to persuade buyers that its mid-level Belvedere had everything that a family could want in a new car in 1961: Beauty, performance, economical operation, and, most important of all, room for everyone to

stretch out and enjoy the ride. “Belvedere is big and roomy and comfortable. Important? You bet!” the brochure declared.

How well do those claims hold up today, 56 years later? Let’s find out. Standards of performance and economy are

moving targets; thanks to evolving technology, the slowest and thirstiest cars of 2017 would be among the quickest and most frugal of 1961. So the Belvedere should get a pass. Beauty is nothing if not subjective; styling trends come and go, though it is fair





to note that the full-size Plymouth's styling was polarizing when it was new—and that's being kind.

That leaves the "big and roomy and comfortable" selling point. And on that count, the Belvedere is a winner. Just ask Dave Meczywor—he's had five passengers join him on the big bench seats of his lovingly preserved, daily-driver Plymouth on several occasions.

"I've had six adults in there many times," Dave says with a smile. "No one was cramped, and everyone was happy." In fact, when taking trips with friends, he'll often suggest, "'Let's take the Plymouth, because we can all fit in it.' That's the fun of it, when everyone can be together."



That's also something that's been lost with modern sedans, and their obligatory massive, space-robbing center consoles.

This will be Dave's fourth summer with the Belvedere. He hadn't been shopping for an early-Sixties Mopar, but when this car showed up at the Adams, Massachusetts, Buick-GMC dealership where he's worked for the past 34 years, he decided he had to have it. The Plymouth had been bought from its longtime second owner, through a salesman who knew the family and the car.

It had been repainted once, in its original Fawn Beige, and still had its original, color-keyed nylon-viscose upholstery, now tattered in places. The







**The optional square wheel, intended to give a better view of the instruments and more legroom, is a conversation starter. Between the transmission, the radio and the heater, 15 identical push-buttons await the driver's command.**

odometer showed just 18,000 miles, which meant that its 318-cu.in., 230-hp V-8 and push-button-operated, three-speed TorqueFlite transmission probably had many more years left in them. It had been driven occasionally, and all of its systems were operational. In short, it was just the kind of car that most appealed to Dave,



one that could be driven and enjoyed.

More than that, there were warm family memories at work. Dave's parents had bought a Virgil Exner-era Mopar, a dark charcoal and silver 1958 Dodge Sierra station wagon, when Dave was young. "I kind of grew up in that wagon," he says. "I was probably five years old when it was new.

We had a lot of good times in that car. I can remember that car as clear as day, a big, full-size wagon, and it had that little box with those push-buttons for the transmission." By the time Dave's parents traded the Dodge in on a new 1964 Chevrolet Impala two-door hardtop in Daytona Blue, the wagon had left an indelible mark on him.

The Belvedere had been earmarked for auction, and so Dave made arrangements with another car dealer to bid on his behalf. He was elated when his son, Adam, called to tell him that his bid had won.

He and Adam, who is an automotive technician, gave the Plymouth a thorough physical, and discovered it was solid. "It was in pretty good shape," Dave says. "There was minor surface rust in the trunk, and no rust-through. The only thing that we did was to put in new wheel cylinders—the brakes had hung up." He needed a drum puller to do the brake work, a tool no longer in use at the dealership where he works. Fortunately, he was able to borrow a puller from a local mechanic who'd worked on older cars for years. He put



**With just 24,000 miles under its belt, the V-8 hasn't required anything more serious than a new water pump. Alternators were new for 1961 on full-size Plymouths.**



fresh 10W-30 oil in the sump, did a tune-up, and put on a new set of radial white-walls, bought from a local tire shop.

Since that day, Dave has added about 6,000 miles to the odometer, commuting to work in the Plymouth, taking it to shows, and enjoying it on pleasure drives with his wife, Eileen. Its only mechanical problem has been a leaking water pump, which Dave discovered was the original pump installed on the assembly line. "That blew my mind, I'll tell you!" he laughs.

He reports that the big sedan is a pleasure to drive on the open road, its long, 118-inch wheelbase and "Torsion-Aire" suspension combining to create a magic carpet ride. "One of the fellas I work with, he's a big Mopar man, and he said, 'You're going to find that you almost float down the road.' And he was exactly right! You get it up to speed, and it just glides. The power steering, you can almost take one finger and turn the wheel, as nice as can be. There doesn't seem to be any play in it." The square steering wheel, an \$11 option when the Plymouth was new, is a conversation starter at car shows, but it's in no way awkward to use, he relates.

The longest trip he's taken in the Belvedere has been from his home in Adams to Voorheesville, New York, about 60 miles away. "It can handle the New York State Thruway; it just goes right along. It's not a speedster, but it's a nice drive," he says. It

handles the Berkshire hills where he lives just as well. He's thinking about longer trips, "but I'd definitely have to drive it. I wouldn't want to trailer it." It gets around 14 miles per gallon of 89 octane unleaded, but Dave doesn't complain.

The Belvedere attracts attention everywhere it goes. "It's kind of big—you can't miss it," he laughs. "Is it because people aren't used to all that chrome? Does it look odd? People say, 'What is it? I've never seen anything like this.' These cars had a design all of their own. They were so ugly, they're cute—that's a good way of putting it."

Buyers in 1961 might have been put off by the styling, as production plunged to 198,444 from the previous year's 242,725, dropping Plymouth to seventh place in the sales race. But Dave appreciates the distinctive looks. "Growing up, I always loved cars. Back then I could tell the cars apart, and now I can't tell one from another—and I work in a dealership!"

At shows, Dave has gotten some unsolicited advice on restoring the Plymouth: about half think he should, and half encourage him to leave it the way it is. He's thinking about redoing the upholstery, but will probably stop there. "I'm happy with it the way it is," he says. "I wouldn't want it to sit on a trailer, or sit in a garage. I just want to drive it.

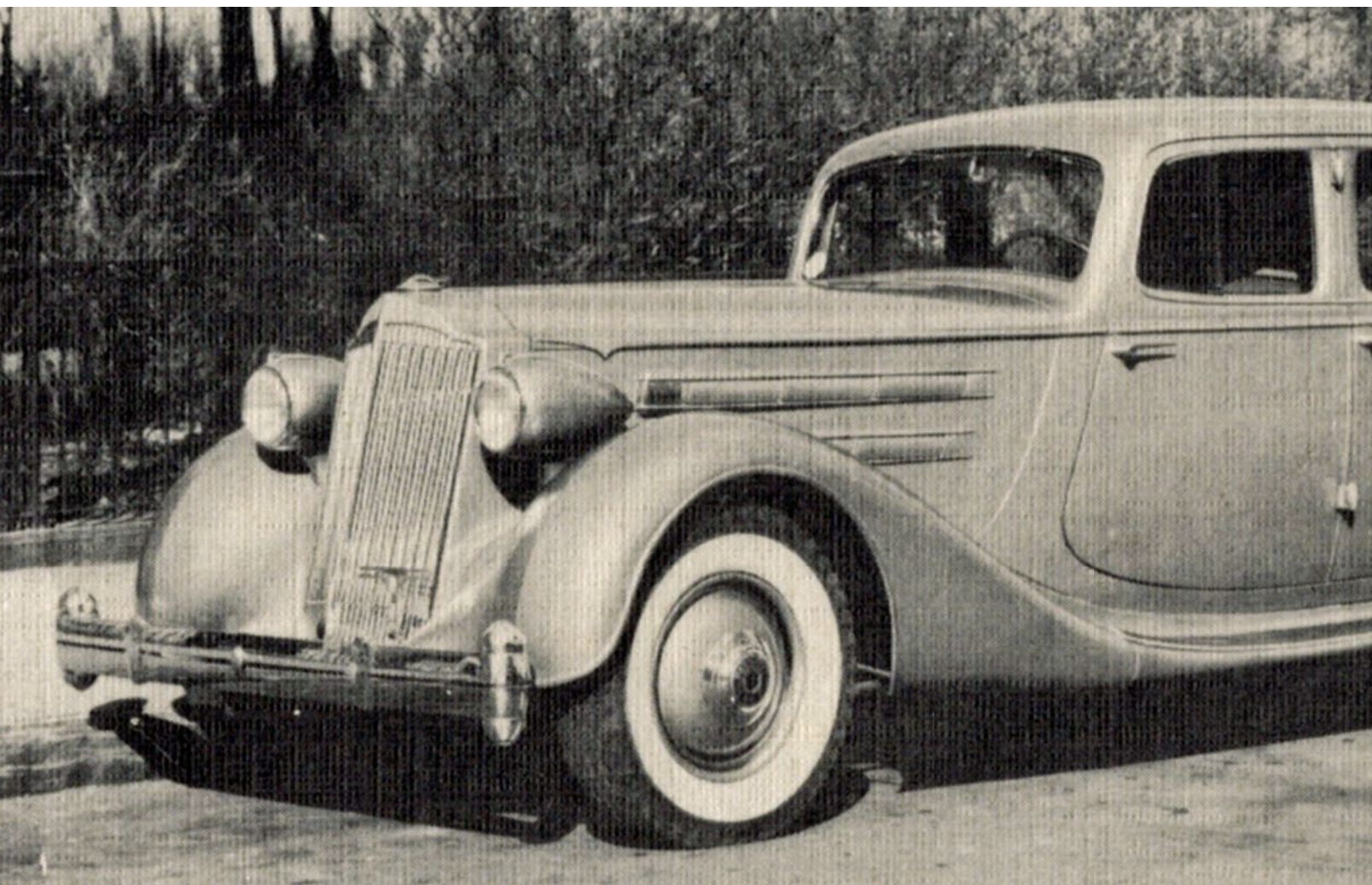
"Anytime I can get in that car and go for a drive, I'm a happy camper." 🐾



*I'm happy with it  
the way it is. I wouldn't  
want it to sit on a  
trailer, or sit in a garage.  
Anytime I can get in that  
car and go for a drive,  
I'm a happy camper.*







## Used Cars

*Promoting “previously owned” automobiles prior to World War II*

BY WALT GOSDEN • ILLUSTRATIONS COURTESY OF THE WALT GOSDEN COLLECTION

“A good used car is infinitely better than a cheap new one.” So was the advice to prospective customers by the Packard Motor Car Company of Boston in a sales folder it issued in 1939.

The classified ad section at the backs of newspapers has historically been a good source of used cars for sale. Car dealers employed classified ads on a steady basis, but several in the New York metropolitan and Boston areas also had special folders printed that they would send out to customers. Rolls-Royce in New York City issued an annual *Removal*

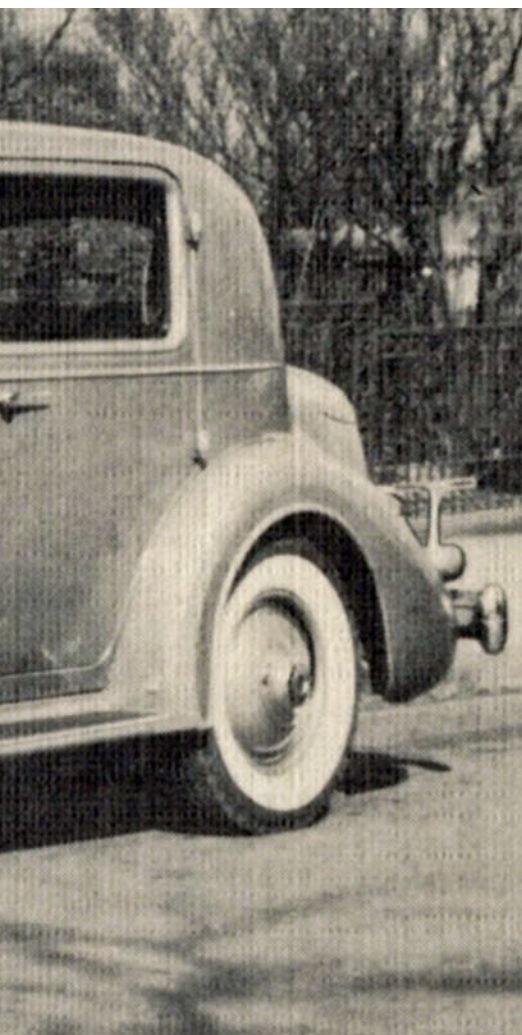
*Sale* used-car sales pamphlet that had photographs illustrating the wide variety of cars and body styles that it had on its lots that it had taken in on trade when its clients bought new Rolls-Royces.

I have five sales folders issued between 1929 and 1939; three were issued by Packard dealers and two by the New York City Rolls-Royce agent. When was the last time you received or heard of someone who was mailed a specific list, or even better, a brochure full of photographs of used cars that a car dealer was promoting for sale? I am not aware of any post World War II-era activity of this sort,

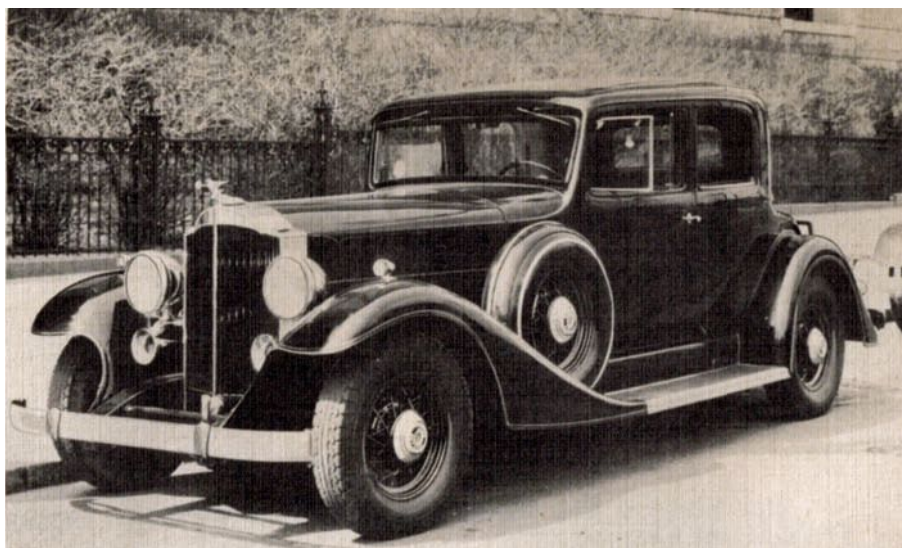
least of all immediately afterward, as at that time even worn used cars were in high demand.

“What is your idea of a bargain? Is it simply a low price? Or is it what you get at this low price?” Those were the questions posed to the reader of a reasonably elaborate sales piece from 1928 that the Jones Motor Car Company of Norriston, Pottstown, and Spring City, Pennsylvania, had printed and sent to prospective customers. R.C. Jones was a Packard dealer that had the Spring City location as his main base of operation from 1925 to at least 1936. The used cars he had

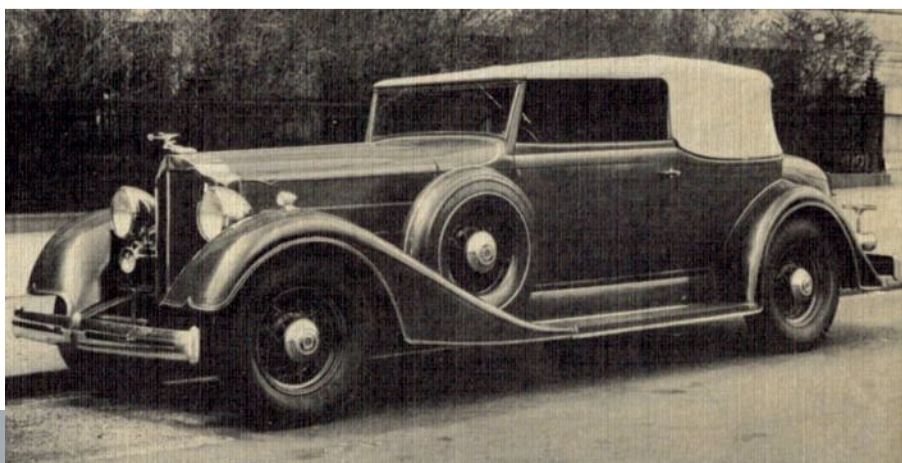




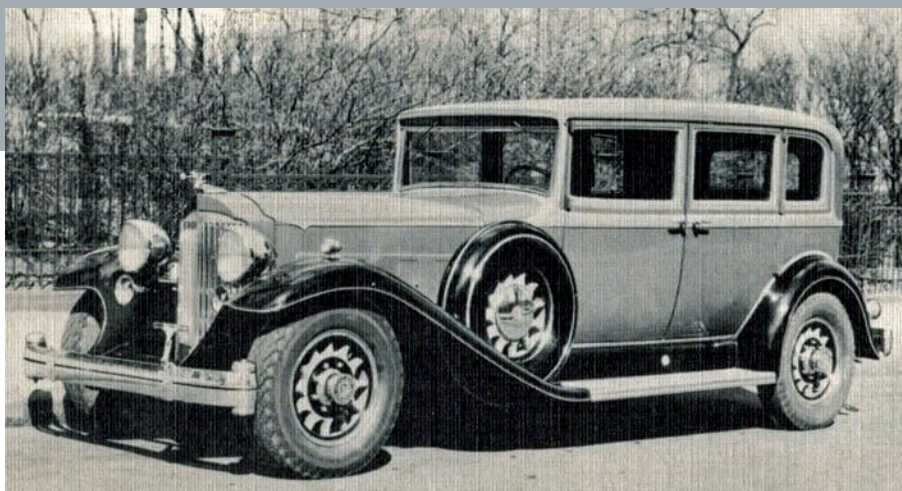
Equipped with special paint, radio, and two heaters, this 1936 Packard V-12 Club Sedan was shipped to Packard of New York from Detroit to be sold as a used car. It had been used for seven months by Packard Vice President Max Gilman, who drove it over 9,000 miles in that time period.



Packard of New York offered for sale in 1936 this maroon 1933 Standard Eight five-passenger coupe; it was equipped with a radio and had a built-in trunk as part of the body style.



This 1934 Packard Standard Eight Convertible Victoria was a five-passenger car and was two years old when it was for sale in the used car department of Packard of New York.

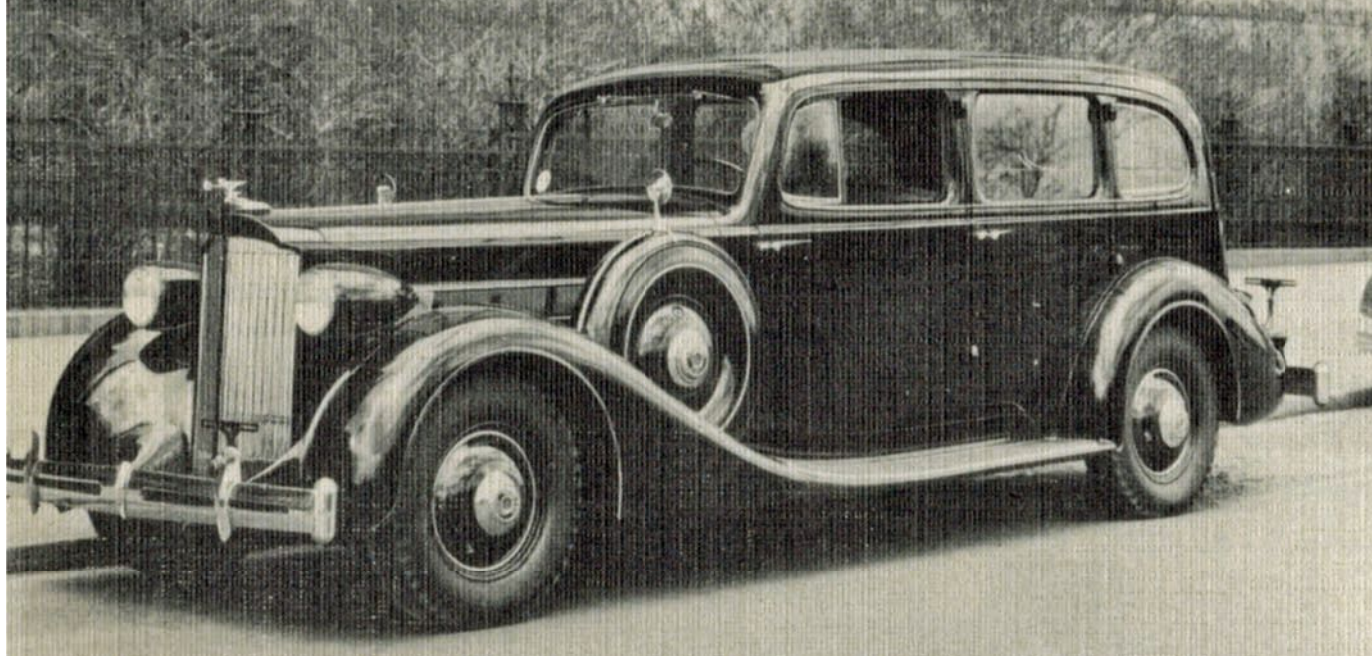


Although it was four years old when offered for sale as a used car, this 1932 Packard V-12 seven-passenger Sedan Deluxe was described as being in exceptionally fine condition. Packard of New York directed prospective buyers to "note its modern appearance," but the older-style wood wheels made the car look dated.

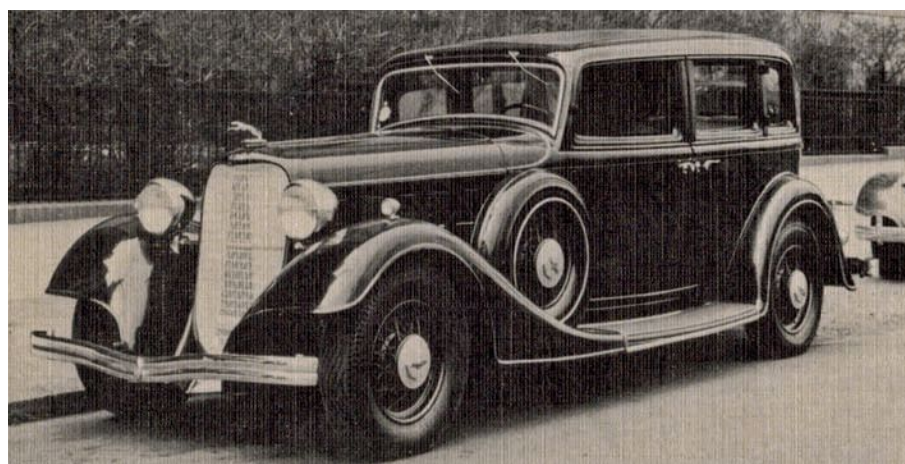
on offer were a variety of makes, but only one Packard was for sale, a year-old six-cylinder sedan, and it was to be sold with his dealership's fullest guarantee. The brochure proclaimed, "In this car you can buy about 80% of the original mileage built into the car for about 40% of the original cost.

Nash automobiles must have been popular in the area of Spring City, too, as of the 11 cars pictured, four were Nashes, as were six of the 25 listed. There were also several Buick sedans (\$320 and \$650), a Moon four-passenger coupe at \$395, and a Jewett two-door sedan for

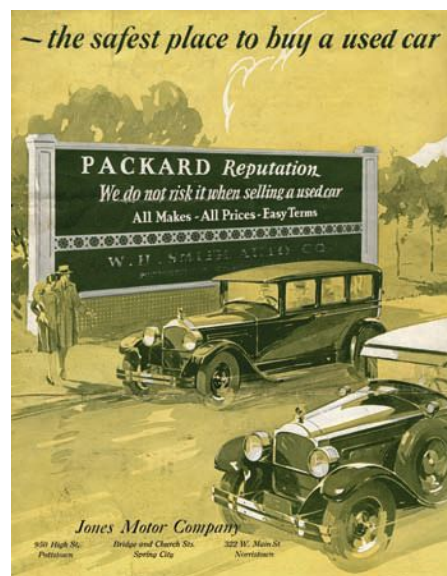




This was billed as an “extremely low mileage” 1935 Packard Standard Eight Sedan. In dark blue, it was equipped with a radio and was only a year old when it was traded in on a new model, and then offered for sale as a used car by Packard of New York.



Packard of New York had a 1935 Lincoln V-12 five-passenger sedan in dark blue for sale as one of its “slightly used motor cars.” It had low mileage and was fitted with General tires.



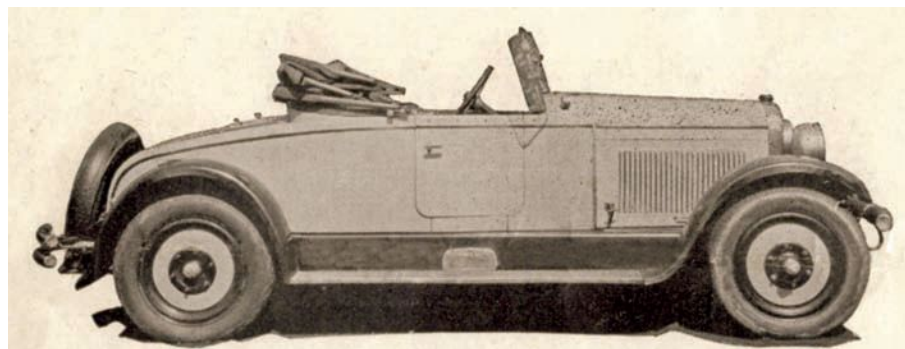
The Jones Motor Car Company of Pennsylvania noted it was the safest place to buy a used car.

\$20 less. “A selected list of other makes” ranged from a 1926 Ford coupe at \$150 to a 1927 Studebaker victoria at \$895. Jones Motor Co. would even take your present car in trade towards your purchase with a small down payment. It noted that the

balance could be spread out in “liberal monthly payments.”

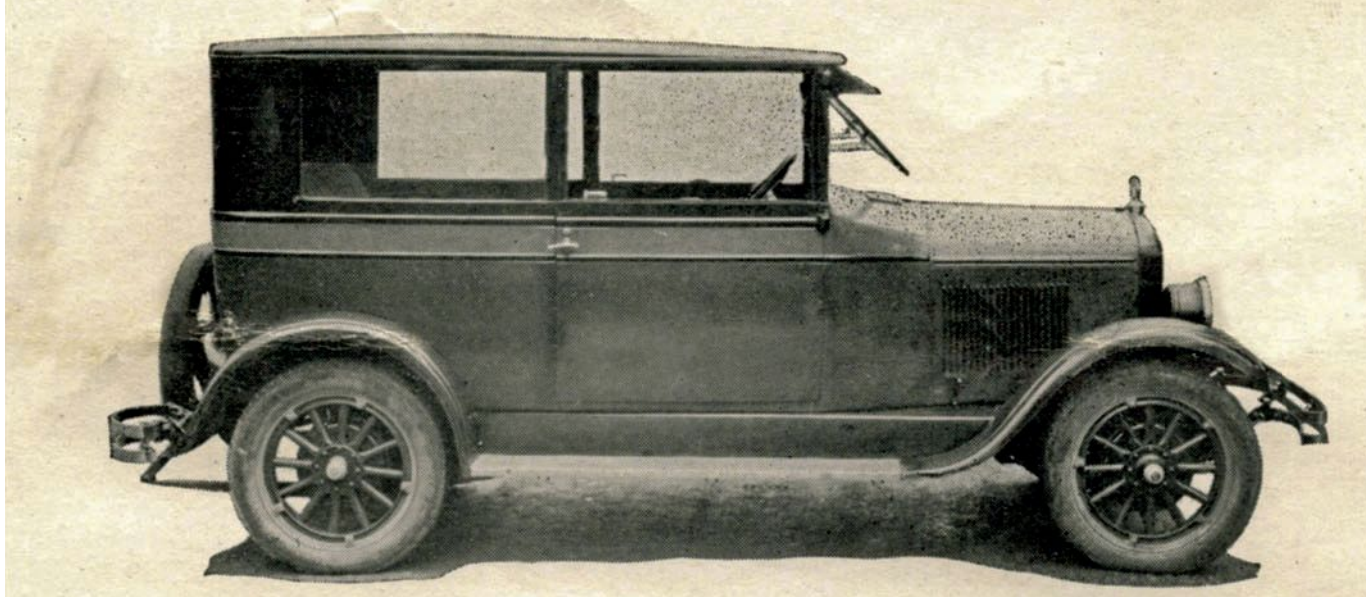
Late in 1936, the Packard Motor Car Co. of New York notified select customers of “Six of the finest slightly used motor cars in New York City.” All six cars were of the luxury class, and all were Packards, with one exception, a 1934 Lincoln V-12. In a few typed lines, the cars’ pedigrees are forcefully promoted: “...the cars as pictured are comparable to brand new in nearly every respect,” and “such exceptionally fine cars as these do not turn up very often. Even if you are not immediately interested in purchasing one, at least you will know how very reasonably you can replace your present car with a newer, finer model.”

One car in particular had an interesting former owner—the vice president and general manager of Packard. The brochure does not give his name, but my research shows it was Max Gilman. The car was a 1936 Packard V-12 model 1407 Club Sedan. In September 1935, at the board of directors meeting, Gilman was given car serial No. 936 R219, and by March of 1936, that V-12 Club Sedan was sold, and he was given another 12-cylinder Club



The 1932 Nash Advanced Six Sport Roadster for sale at the Jones Motor Company was described as a racy sport car, and was “Just the car for the young man who doesn’t want to take the other fellow’s dust.” It was a bargain at \$750.

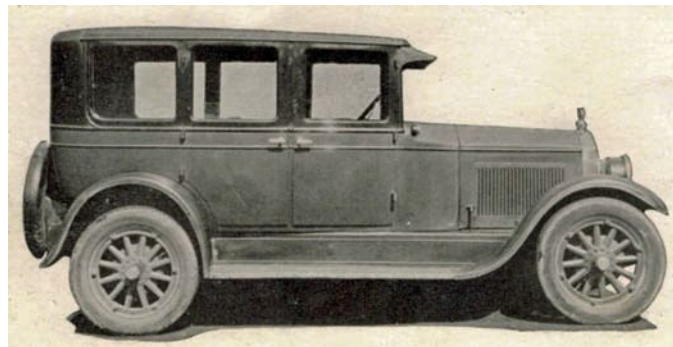




The Jewett sedan was “something for the man who is looking for a small economical car at the right price,” which was \$375.



This Moon four-passenger coupe was in excellent condition, and “would make a very good second car for business use” at only \$395.



This 1926 Buick was traded in on a new Packard in 1928 at the Jones Motor Co., and was for sale in its used car department for just \$320.

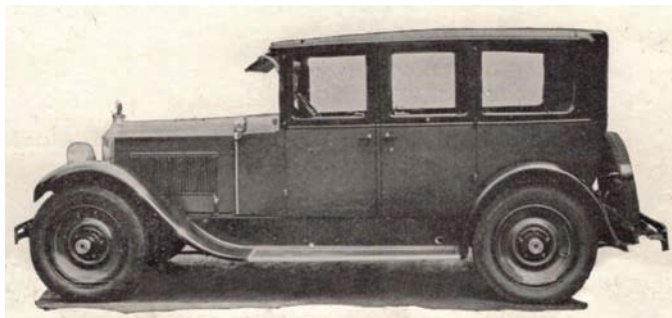
Sedan, serial No. 936-275. So, which Packard was for sale is not exactly stated, but an educated guess makes me speculate that it is the first one. The description of the car states it had 9,872 miles and included special paint, front and rear heater, radio, and “a new set of tires will be furnished without additional cost to replace the experimental tires with which the car is now equipped.” Although the sales folder was sent out from Packard’s New York flagship location at Broadway and 61st Street, just a few steps away from Central Park and Columbus Circle, most

likely the cars on offer were stored at the huge service and sales building on the west side of 11th Avenue between 54th and 55th Streets.

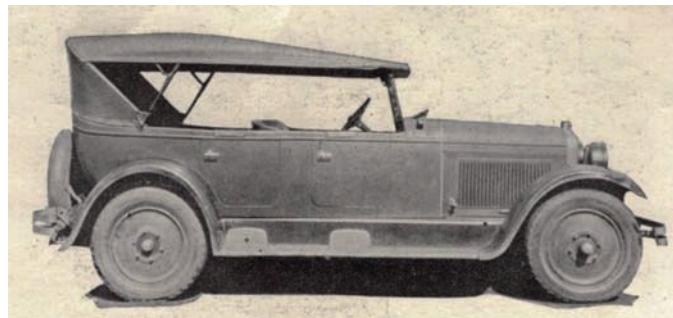
Where Packard of New York had only six cars for sale in late 1936, Packard of Boston, located on Commonwealth Avenue, had, in 1939, 27 Packards (the oldest was a 1933 Convertible Victoria) and 20 “miscellaneous” cars for sale. The firm noted that used-car bargains offer the best opportunity to the purchaser who wanted the most for his money. “You can buy a Packard for your present car down,

and \$30 a month. To a large degree, these motor cars come from substantial owners whose names and mileage of the car will be given you upon request.” Most of the seven Packards that were featured in longer descriptions were eight-cylinder sedans that ranged from one to four years old. For example, a year-old Super 8 Limousine had chauffeur care, “and is still practically good as new.” It was for sale for \$2,495, yet cost \$3,695 new.

Under the miscellaneous cars for sale at the Boston Packard dealer was a 1936 Auburn six-cylinder sedan—a

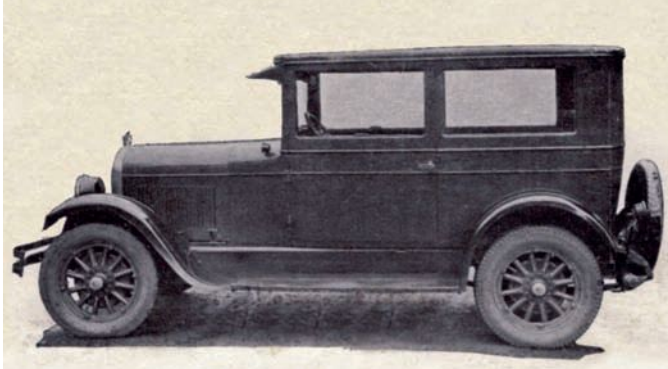


This Packard model 326 Sedan was about two years old when it was traded in and offered for sale as a used car with full guarantee—it was priced at \$1,350. It was the only used Packard the Jones Motor Company had among its cars for sale in 1928.

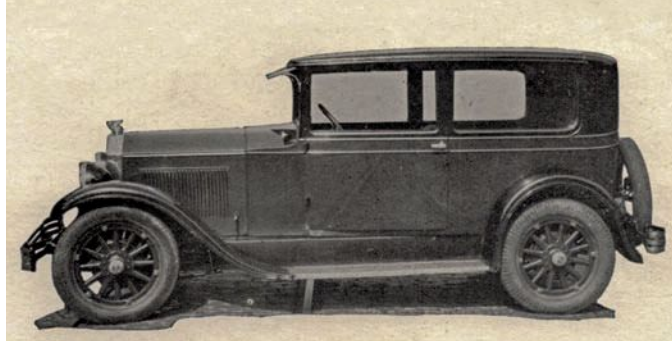


Most of the used cars for sale by the Jones Motor Company were closed body styles, but there was one touring car among them. The 1926 Nash Advanced Six on offer was “for the man who appreciates the many advantages of an open car.” It was priced at \$400.

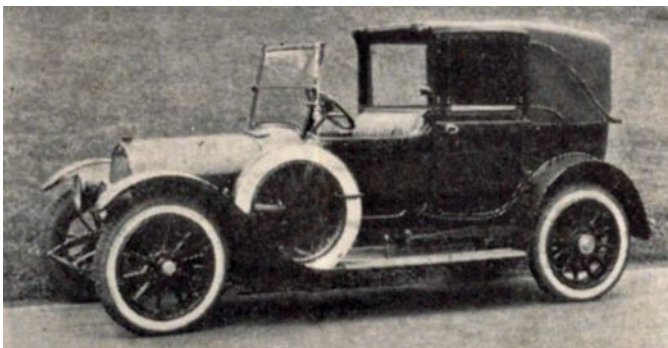




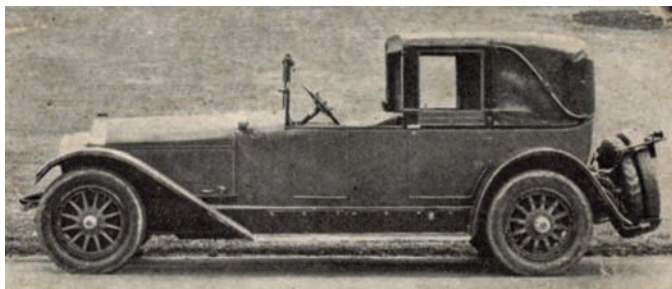
This 1926 Chrysler coach was described as “slightly used,” but at the right price of only \$395.



The Jones Motor Co. urged you to “examine this car,” a 1928 Buick two-door sedan that had “run only 9,000 miles.” It could be driven away for \$650.



Rolls-Royce of New York City had this Brewster cabriolet for sale for \$1,000. It looked pretty perpendicular in height compared to the other used cars the dealership had for sale.



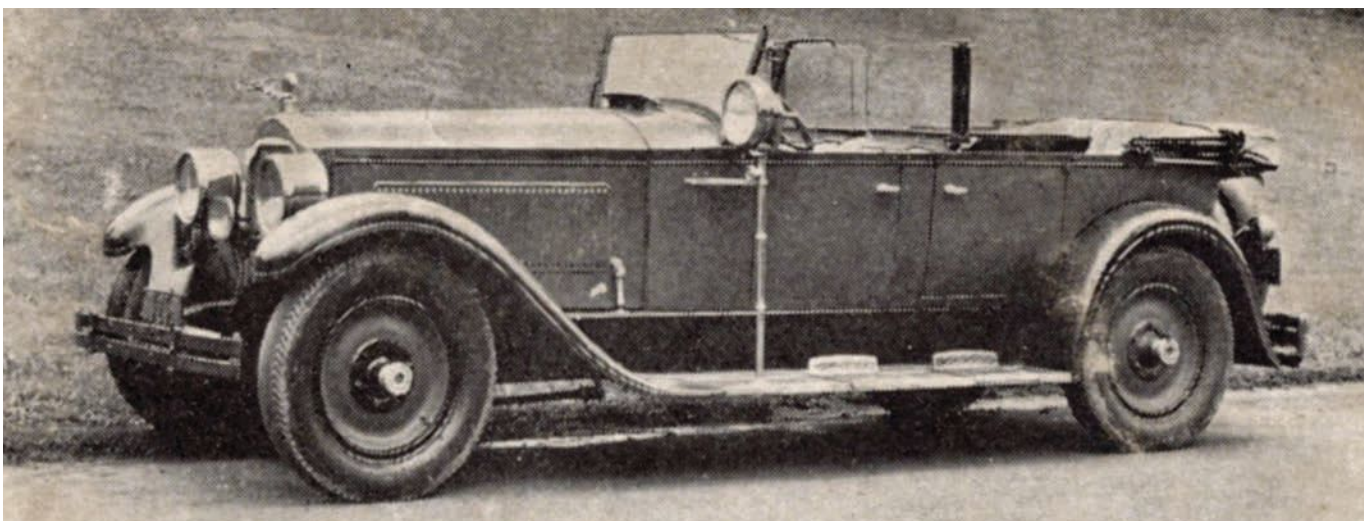
At \$1,500, this cabriolet was called an exceptional bargain at the price by Rolls-Royce of New York. The “very smart appearing Town Car of the Locomobile series ‘9’ [editor’s note: they meant 90] was equipped with four-wheel brakes.” A lot of the cars offered did not see a price listed in the sales pamphlet.

good one” —that was \$495, reduced to \$425. Also for sale were two 1937 Buick Convertible Coupes—a Special at \$745 and a Century at \$845, plus a 1936 LaFayette Touring Sedan at \$395 and a 1937 Terraplane model 71 sedan at \$545. In bold type, Packard of Boston stated: “Packard remains a Packard, there is no substitute for lasting identity.” Alvin Fuller owned Packard of Boston, and he was also a member of the U.S. House of Representatives from 1917–1921 and governor of Massachusetts from 1925–1929.

In the late 1920s and early 1930s, Rolls-Royce in New York City usually had an annual sale of used cars that it had taken in on trade for new models. The majority of the trade-in cars were Rolls-Royce, which was to be expected, but there was also a good number of other domestic and European-built cars, as well. Isotta Fraschini, Minerva, and Hispano-Suiza were on offer, but so were a Hudson sedan at \$700 and a Lincoln sedan at \$750. The dealer noted that “These cars come to us from a clientele which habitually

maintains them in splendid mechanical condition and well-groomed appearance.” Although the dealership really promoted the Rolls-Royce and “fine cars other than Rolls-Royce” of European manufacture, it did mention at one sale, “We also have at this show and from time to time, very excellent examples of the best American makes, such as Crane Simplex, Locomobile, Brewster and Pierce-Arrow.”

In April of 1930, the Rolls-Royce dealership noted its “Removal Sale” consisted of 67 cars. Dollar amounts on



The Packard Sport Touring, equipped with a driving lamp between the headlamps, large spotlight, running-board step plates, and what Rolls-Royce of New York described as a “California type windshield which gives practically the protection of a closed car.” This refers to the semi-permanent window mounted at the back of the front seat. This particular type had huge panes of glass that were hinged at the sides and could fold flat against the vertical center glass. Twin rear spare tires complemented the package, which was for sale for \$1,500.



# HARBOR FREIGHT

QUALITY TOOLS AT RIDICULOUSLY LOW PRICES

## BADLAND Battle Tested

**SUPER COUPON** Customer Rating ★★★★★

**5000 LB. ELECTRIC WINCH WITH REMOTE CONTROL AND AUTOMATIC BRAKE**

Voted Best Winches

- Weighs 33.8 lbs.
- 15.8" L x 4.7" H

ITEM 61384/61605 68144 shown

~~\$179.99~~ **\$169.99** **SAVE \$75**

Compare \$244.99

LIMIT 3 - Coupon valid through 10/2/17\*

## 20% OFF

**SUPER COUPON**

ANY SINGLE ITEM

Limit 1 - Coupon per customer per day. Save 20% on any 1 item purchased. \*Cannot be used with other discount, coupon or any of the following items or brands: Inside Track Club membership, Extended Service Plan, gift card, open box item, 3 day Parking Lot Sale item, compressors, floor jacks, saw mills, storage cabinets, chests or carts, trailers, trenchers, welders, Admiral, Baur, Cobra, CoverPro, Daytona, Earthquake, Hercules, Jupiter, Lynx, Poulan, Predator, StormCat, Tailgator, Viking, Vulcan, Zurich. Not valid on prior purchases. Non-transferable. Original coupon must be presented. Valid through 10/2/17.

57853125

## FREE

**SUPER COUPON** WITH ANY PURCHASE

**CENTECH 7 FUNCTION DIGITAL MULTIMETER**

ITEM 63604/90899 shown 63758/98025/69096/63759

**\$16.45 VALUE**

LIMIT 1 - Cannot be used with other discount, coupon or prior purchase. Coupon good at our stores, HarborFreight.com or by calling 800-423-2567. Offer good while supplies last. Shipping & Handling charges may apply if not picked up in-store. Non-transferable. Original coupon must be presented. Valid through 10/2/17. Limit one FREE GIFT coupon per customer per day.

57898226

## PITTSBURGH AUTOMOTIVE

**#1 SELLING JACKS IN AMERICA** **SUPER COUPON**

**2.5 TON ALUMINUM RACING FLOOR JACK WITH RAPID PUMP®**

Customer Rating ★★★★★

- 3-1/2 Pumps Lifts Most Vehicles
- Lifts from 3-3/8" to 18-1/2"
- Weighs 52.6 lbs.

Compare \$199.99 ~~\$149.99~~ **\$139.99** **SAVE \$60**

ITEM 62531/62309 shown

LIMIT 3 - Coupon valid through 10/2/17\*

## PITTSBURGH MOTORCYCLE

**SUPER COUPON**

**1000 LB. CAPACITY MOTORCYCLE LIFT**

Customer Rating ★★★★★

- Diamond plate steel platform and ramp
- Lift range: 7" - 29-1/2"

ITEM 69904/68892 shown

~~\$429.99~~ **\$299.99** **SAVE \$750**

Compare \$1049.99

LIMIT 4 - Coupon valid through 10/2/17\*

## SUPER COUPON

**7 FT. 4" x 9 FT. 6" ALL PURPOSE WEATHER RESISTANT TARP**

Customer Rating ★★★★★

ITEM 69249/69115 69137/69129/69121 877 shown

~~\$434~~ **\$299** **SAVE 64%**

Compare \$8.48

LIMIT 8 - Coupon valid through 10/2/17\*

## HARDY

**SUPER COUPON**

Customer Rating ★★★★★

**POWDER-FREE NITRILE GLOVES PACK OF 100**

- 5 mil thickness

SIZE	ITEM
MED	68496/61363
LG	68497/61360
X-LG	68498/61359

Item 68498 shown

~~\$7.99~~ **\$5.99** **SAVE 62%**

Compare \$15.99

LIMIT 8 - Coupon valid through 10/2/17\*

## CHICAGO ELECTRIC WELDING

**SUPER COUPON**

**90 AMP FLUX WIRE WELDER**

Customer Rating ★★★★★

- No Gas Required
- Welding output up to 120 amps
- Two voltage settings provides versatility
- Operates on readily available 120V/20 amp power - no special wiring required

ITEM 61849/62719 68887 shown

~~\$99.99~~ **\$89.99** **SAVE \$60**

Compare \$149.99

LIMIT 5 - Coupon valid through 10/2/17\*

## PITTSBURGH AUTOMOTIVE

**SUPER COUPON**

**PNEUMATIC ADJUSTABLE ROLLER SEAT**

- 300 lb. capacity

ITEM 61160/61896 63456/46319 shown

~~\$259.99~~ **\$199.99** **SAVE 50%**

Compare \$39.99

LIMIT 6 - Coupon valid through 10/2/17\*

## HaulMaster

**SUPER COUPON**

Customer Rating ★★★★★

**STEP STOOL/WORKING PLATFORM**

- 350 lb. capacity

ITEM 62515/66911 shown

~~\$29.99~~ **\$19.99** **SAVE 65%**

Compare \$57.55

LIMIT 7 - Coupon valid through 10/2/17\*

## WARRIOR

**SUPER COUPON**

**29 PIECE TITANIUM DRILL BIT SET**

Customer Rating ★★★★★

ITEM 62281/61637 shown

~~\$16.99~~ **\$9.99** **SAVE 83%**

Compare \$59.98

LIMIT 9 - Coupon valid through 10/2/17\*

## PITTSBURGH AUTOMOTIVE

**SUPER COUPON**

**LOW-PROFILE CREEPER**

- 300 lb. capacity

ITEM 63424 69262/63372 shown

~~\$279.99~~ **\$199.99** **SAVE 72%**

Compare \$71.97

LIMIT 5 - Coupon valid through 10/2/17\*

## SUPER COUPON

**16" x 30" TWO SHELF STEEL SERVICE CART**

Customer Rating ★★★★★

- 220 lb. capacity

ITEM 60390/5107 shown

~~\$279.99~~ **\$299.99** **SAVE 50%**

Compare \$59.98

LIMIT 5 - Coupon valid through 10/2/17\*

## PITTSBURGH

**SUPER COUPON**

Customer Rating ★★★★★

**TORQUE WRENCHES**

- Accuracy within ±4%

DRIVE	ITEM
1/4"	2696/61277/63881
3/8"	807/61276/63880
1/2"	62431/239/63882

Item 239 shown

~~\$19.99~~ **\$9.99** **SAVE 77%**

Compare \$44.35

LIMIT 9 - Coupon valid through 10/2/17\*

## PITTSBURGH AUTOMOTIVE

**SUPER COUPON**

**2 PIECE VEHICLE WHEEL DOLLIES**

- 1500 lb. capacity

ITEM 60343 67338 shown

~~\$54.99~~ **\$44.99** **SAVE 50%**

Compare \$89.99

LIMIT 3 - Coupon valid through 10/2/17\*

## CENTRAL PNEUMATIC

**SUPER COUPON**

**29 GALLON, 2 HP, 150 PSI CAST IRON VERTICAL OIL-LUBE AIR COMPRESSOR**

Customer Rating ★★★★★

ITEM 62765/61489 68127 shown

~~\$354.99~~ **\$339.99** **SAVE \$99**

Compare \$439

LIMIT 4 - Coupon valid through 10/2/17\*

**Use Coupons: In-Store, HarborFreight.com or 800-423-2567**

\*Original coupon only. No use on prior purchases after 30 days from original purchase or without original receipt. Valid through 10/2/17.

At Harbor Freight Tools, the "Compare" or "comp at" price means that the same item or a similar functioning item was advertised for sale at or above the "Compare" or "comp at" price by another retailer in the U.S. within the past 180 days. Prices advertised by others may vary by location. No other meaning of "Compare" or "comp at" should be implied. For more information, go to HarborFreight.com or see store associate.



# SALE USED CARS

September 29th to October 6th  
(INCLUDING EVENINGS)

Fine cars of foreign and domestic makes—Rolls-Royce, Minerva, Lincoln, Packard, Isotta-Fraschini, Locomobile, Pierce-Arrow, Renault, Hispano-Suiza, DeLage, Panhard, Mercedes, and others—at low prices and on attractive terms. No finance charges.

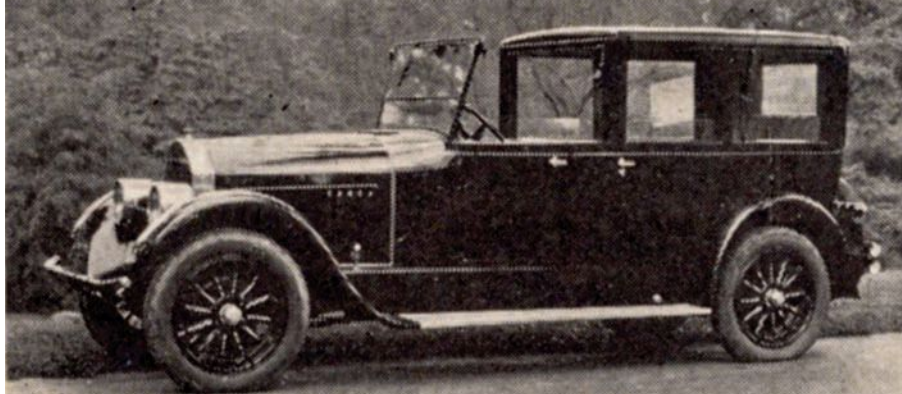
*Cars Available for Inspection and Demonstration  
Your Present Car Taken in Exchange*

## ROLLS-ROYCE

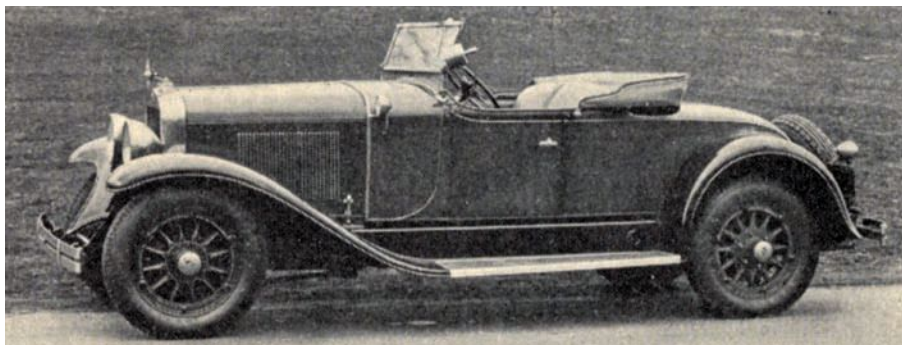
58th Street and 8th Avenue  
NEW YORK CITY

individual cars were intentionally omitted because the firm was sure that if a person found the type of car that pleased him, the prices and terms would prove satisfactory. There was extra pressure at that particular time to sell as many cars as possible because after that sale, the dealership would be moving into its new location at 32-34 East 57th Street. That new 20-story building was a prime example of geometric Art Deco architecture of that era. It still exists, but the wonderful Art Deco design has been highly modified over the decades. Lincoln Town Cars, a Cadillac Cabriolet, and a La Salle Roadster were on offer in the spring 1930 sale, as was a Lincoln Judkins Berline, with just 2,000 miles on it. Locomobile and Packard sedans, a Pierce-Arrow Touring and an enclosed-driver Limousine were also for sale.

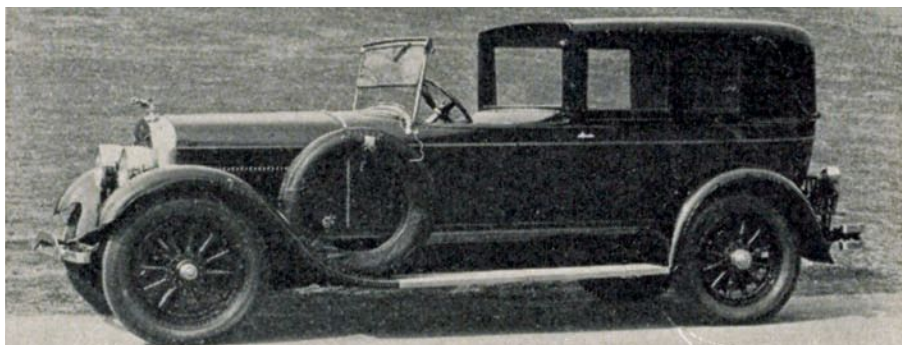
It is interesting to see how used cars were presented and promoted for sale in the 1929-1939 era. In the words of Packard of Boston's 1939 brochure: "Consider....all cars on the road are used cars." In 2017, they still are. 🚗



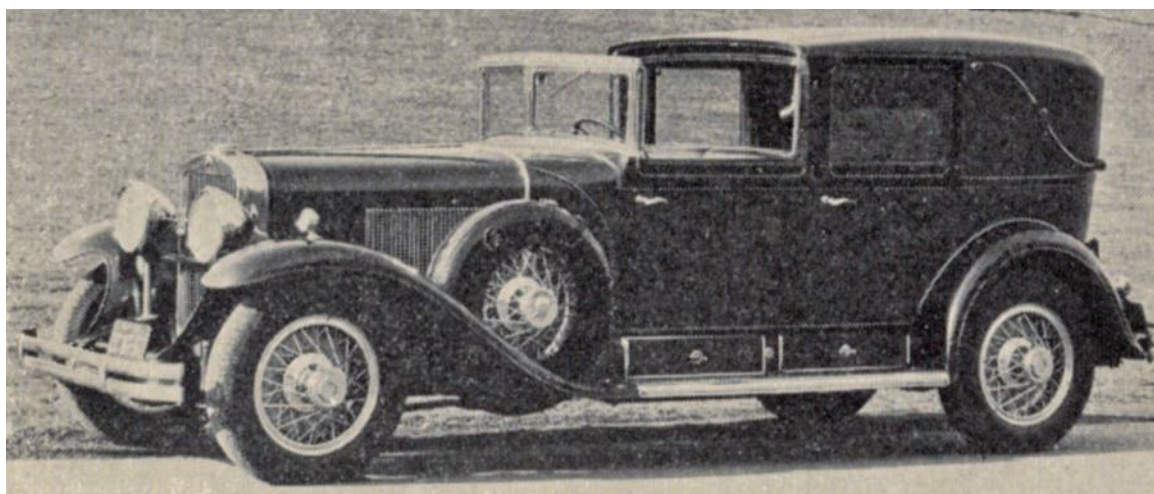
Described as a limousine, this Pierce-Arrow offered for sale at \$1,000 appears to be a Town Car. It has the separate drum headlamps mounted on a bar, and not in the usual Pierce-Arrow trademark location at the top of the front fenders.



This 1928 La Salle Roadster "standard design" was in very fine condition in 1930 when it was for sale in New York City by the Rolls-Royce dealer there. It had been driven about 7,000 miles total.



The Lincoln Model L Town Car/Cabriolet had a collapsible rear quarter over the passenger seat area. It was in excellent condition, and the sales folder of used cars it was pictured in noted it was "smart in appearance." I think "stately in appearance" would be a more accurate description, with its large wood-spoke wheels and somber color scheme.



This 1929 Cadillac Cabriolet was but a year old when it was traded in on a new Rolls-Royce and thus made its way to the dealership's used car department in New York City. It featured coachwork by Fleetwood, stainless steel wire wheels, and had been driven 9,000 miles; quite a lot of miles for a formal car that was only one year old.



# THE GREAT RACE

is COMING



**JUNE 24 - JULY 2, 2017**

## SATURDAY, JUNE 24

START: Main Street, Jacksonville, FL - 8:30 a.m. to Noon  
OVERNIGHT: Main Street, Downtown Tifton, GA - 4:30 p.m.

## SUNDAY, JUNE 25

LUNCH: West Broad Street, Downtown Newnan, GA -- Noon  
PIT STOP: 6204 Martha Berry Hwy, Armuchee, GA - 3:15 p.m.  
OVERNIGHT: Riverfront Pkwy, Chattanooga, TN - 5:15 p.m.

## MONDAY, JUNE 26

LUNCH: Cannonsburgh Village, Murfreesboro, TN -- Noon  
OVERNIGHT: Fountain Square Park, Bowling Green, KY - 5 p.m.

## TUESDAY, JUNE 27

LUNCH: Maple Street, Downtown French Lick, IN - Noon  
OVERNIGHT: Courthouse, Downtown Franklin, IN - 4:30 p.m.

## WEDNESDAY, JUNE 28

LUNCH: Auglaize St., Downtown Wapakoneta, OH - 12:30 p.m.  
OVERNIGHT: ACD Automobile Museum, Auburn, IN - 4:30 p.m.

## THURSDAY, JUNE 29

PIT STOP: Hudson Auto Museum, Shipshewana, IN - 9:45 a.m.  
LUNCH: Gilmore Car Museum, Hickory Corners, MI - 12:15 p.m.  
OVERNIGHT: Depot Town, Downtown Ypsilanti, MI - 4:45 p.m.

## FRIDAY, JUNE 30

LUNCH: Stahls Automotive Museum, Chesterfield, MI - Noon  
OVERNIGHT: Main Street, Frankenmuth, MI - 4:45 p.m.

## SATURDAY, JULY 1

LUNCH: Bay View Park, Downtown Alpena, MI - 12:15 p.m.  
OVERNIGHT: Ashmun St., Downtown Sault Ste. Marie, MI - 5:15 p.m.

## SUNDAY, JULY 2

FINISH: Union & Seventh, Downtown Traverse City, MI - 1 p.m.



OVERNIGHT STOP  
LUNCH STOP



**Hemmings  
Motor News**

**HAGERTY**



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# MOPAR

*Celebrating eight decades of maintaining and improving Chrysler-built automobiles*



CIRCA 1948-53

BY JEFF KOCH • ILLUSTRATIONS COURTESY OF FCA

“What’s in a name? That which we call a Mopar by any other name would run as strong.” Well, William Shakespeare may never have had the chance to have sampled the comfort of an Imperial, or experienced his neck snapping back in a 10-second Max Wedge-powered Belvedere, but given the opportunity, he may well have done so. But Shakespeare was never above making up words, and so Mopar could well have been something of his creation, had he not died some 320 years too early.

The Mopar name has become car-guy short-hand for anything made by the Chrysler Corporation, or its subsequent owners, synonymous with Chrysler-powered cars and trucks: whether they’re long-running brands like Dodge and Chrysler; defunct vintage brands like De Soto, Imperial and Plymouth; or more recent names like Eagle and Ram. There’s often an implication of high performance, of streaking down the quarter-mile, of tearing around the world’s road courses and high-banked ovals, of terrorizing unsuspecting

drivers of other machinery at stoplights, nationwide. Yet this wasn’t always the case: Mopar’s origins were far more humble. As we celebrate eight full decades of Mopar, let’s look back at where it all started.

While the Chrysler Corporation itself was founded in 1925, using what remained of Maxwell as a starting point, the company expanded rapidly in 1928. First, it acquired Dodge from the eponymous brothers, as well as the Fargo truck company, while launching the Plymouth and De Soto brands. With the strength of multiple marques, Chrysler Corporation quickly became one of the biggest car companies in America. Building cars also means building extra parts to service those cars, so in 1929 the Chrysler Motor Parts Corporation (CMPC) was born to supply the nation’s Dodge, Plymouth, De Soto, and Chrysler dealers’ service departments with factory-built replacement items. Because the parts were marketed to the trade, rather than store shelves, the logo was nothing special—stylized first initials of each division (Chrysler, De Soto, Dodge, and Plymouth) in a circle. The letters were

dark blue, with the Plymouth “P” in red to denote the brand’s importance to the company’s bottom line.

But by 1937, Chrysler suspected that it was losing out. Owners would still have to go to dealers for hard parts like specific engine components, trim pieces, and bodywork. But for more general-use and wear items, like anti-freeze, belts, hoses or spark plugs, there were already plenty of established aftermarket brands that competed for the owner-driver’s attention and money. Chrysler wanted a bigger piece of that pie. To do that, it had to start selling to the public. It needed a brand.

Nelson Farley was the head of Chrysler’s sales promotion division, and had established the Activities Council—an in-house think-tank whose goal was to conjure up new ways to sell. The product chosen to launch the effort in the public eye would be engine coolant. But what to call it? Chrysler Motor Parts Division didn’t exactly roll off the tongue, so the Council settled on MoPar: a distinctive contraction of “Motor” and “Parts.” It was a short name, easy to remember, and likely



*Announcing*  
**MOPAR RADIOS**  
**FOR 1941**

*Custom Built* TO SPECIFICATIONS DEVELOPED  
BY CHRYSLER CORPORATION ENGINEERS

CIRCA 1941

**One sign, one name,**  
identifies the right parts for your Plymouth, Dodge,  
De Soto, Chrysler, Dodge Truck

The **MOPAR** sign means genuine Chrysler Corporation parts and accessories

Chrysler Corporation provides parts and accessories for all its cars and trucks under one name—MoPar. This name is your assurance of getting parts that fit right, work right, last longer and give greater satisfaction. That is because all MoPar parts are precisely like parts for new cars and trucks—designed by the same

Chrysler Corporation engineers, to meet the same high standards. You can get any MoPar parts you need from thousands of Plymouth, Dodge, De Soto and Chrysler dealers and from many general service and repair shops. Look for the MoPar sign—always ask for MoPar parts. It pays to be right!

PARTS DIVISION  
CHRYSLER CORPORATION  
DETROIT 31, MICHIGAN

CIRCA 1954

THE SATURDAY EVENING POST

*Attention...owners of*  
**PLYMOUTH • DODGE • DE SOTO**  
**CHRYSLER • DODGE "Job-Rated" TRUCKS**

Ask your dealer for **MOPAR**  
to be sure of genuine  
Chrysler Corporation  
parts and accessories

Especially engineered for your car or truck by the people who built it.

Made to the same high standards as the original parts...to fit right and work right.

For top performance, insist on MoPar Parts; accept no substitute.

More than 10,000 Chrysler Corporation dealers; and thousands of general service and repair shops recommend **MOPAR**...

The men who know your car or truck best... your nearby Plymouth, Dodge, De Soto and Chrysler dealers... all agree that there is no substitute for genuine Chrysler Corporation parts and accessories. That means MoPar! So whenever you need service, deal where you see the MoPar sign. It is proudly displayed almost everywhere you can drive.

*You'll know them by this sign*

CHRYSLER CORPORATION,  
PARTS DIVISION • DETROIT 31, MICHIGAN

CIRCA 1953

"MISS MOPAR" SAYS:  
**get new-car vitality**  
WITH  
**MOPAR**

BATTERIES  
SPARK PLUGS  
CONDENSERS  
POINT SETS  
DISTRIBUTOR  
CAPS

**MOPAR**

PARTS DIVISION • CHRYSLER CORPORATION  
Get MoPar parts from your Plymouth, Dodge, De Soto, or Chrysler dealer and better general repair shops.

CIRCA 1955





wouldn't be confused with any other brand at the time. The first logo, employing a yellow background with blue-and-red lettering, would certainly be eye-catching on the shelves of America's auto parts stores.

The rollout for the MoPar name came in June of 1937, on a parade float for that year's annual Nobles of the Mystic Shrine (aka "Shriners"), who were holding their national convention in Detroit that year.



(Membership was strong then: about a third of a million members at the time of this particular convention.) The Activities Council made a float decorated with all manner of hard parts, from oil pans and pushrods to piston rings. And atop the float? A camel, built entirely of parts from Chrysler Corporation vehicles. Presumably the tie-in had something to do with heat and water and launching a line of anti-

freeze, though to modern eyes the connection seems a little tenuous. An employee, decked out in middle-eastern-style robes and headgear, rode the camel. Leading the camel, because you can't just let a mechanical camel wander around on a float all by himself, despite the rider on his back, was a mechanical man who was also made from car parts. His name was ACCY (short for "Accessories"). Years later he would move, speak, and appear on TV as "Mr. Mopar" in the early days of television.

The launch worked, and Chrysler rolled out the name on an entire line of products: cleaners, radios, heaters, fluids, filters, and engine parts followed. By the late 1940s, trade publications started referring to both Chrysler's line of parts and the Chrysler Corporation cars that used them, as "Mopars." The logo was modernized in the late '40s, but kept the same basic elements as the original from 1937.

Another new logo arrived for 1953, in conjunction with a new parts distribution depot. It continued with the capital "P" and the bars over the "O" and the

## MOPAR PERFORMANCE'S DIRECT CONNECTION

Chrysler has a strong legacy in racing, both on the drag strip and the oval track. The factory supplied experimental and speed parts to factory teams, but privateers were complaining about getting their clocks cleaned. Enter Brian Schram.

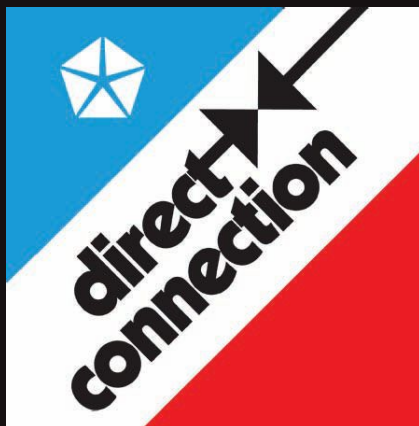
The Detroit native and World War II Navy veteran started working at the Dodge factory in Hamtramck in 1949, aged 23. He quickly moved from a maintenance position to a gofer for the experimental engineering group, chasing parts that may not have yet been in the system. Officially, anyway. As Brian told *Hemmings Muscle Machines* in 2011, "They wanted me to expedite ordering the parts to get them to the people that needed them, to get the cars into production on time."

Around 1955, Frank Wylie and Gale Porter—who aided the Dodge factory racing teams—asked Brian to order and ship some race parts to the drivers. "It was just a sideline to my main job at the beginning," according to Brian. "They came to me because I knew the mechanics of the system—I had all the purchasing numbers to order these parts and could get them out the door."

Soon, Brian started fielding calls from amateur drag racers running Chrysler products, complaining that they were getting their teeth kicked in by the factory-supported racers; they wanted to know how to get the same parts as the factory teams. Selling parts outside the company was something Brian hadn't yet done, so he approached Chrysler's accounting department and found an accountant who showed him how to sell the parts to amateur racers at cost, reasoning that any money lost

on the parts could be written off as an advertising expense, supporting the sale of new cars.

By the early 1960s, Brian went to work full-time on providing parts to racers, either through Bob Cahill, who managed Chrysler's drag racing program, or through Ronney Householder, who managed the company's circle track program. Brian took charge of a little warehouse of racing parts set up in the Lynch Road factory's product planning garage. "We operated as the Chrysler Performance Parts Group back then, but we also had a slogan, something like 'Call these guys to get your direct connection to the company,'" Brian said.



And so, the Direct Connection name was born. The DC name appeared in ads, catalogs, and through dealerships. DC would eventually offer performance manuals and trackside performance clinics. "We were essentially a speed shop," Brian said. "And GM and Ford both started similar programs, so we began competing against them."

"We had some support from Chrysler, but we always had to fight the guys who wanted to see a profit out of it," Brian said. "We worked hard to make the program profitable, though I don't think we ever did make a profit with it."

Brian made sure Direct Connection kept up with the times by switching the program's focus to turbocharged four-cylinder, front-wheel-drive performance in the 1980s with Carroll Shelby's involvement with Chrysler. However, the days of the Direct Connection magic were numbered. On the day that Brian retired from Chrysler in 1987, the company dropped the Direct Connection name and replaced it with Mopar Performance.

—BY DAN STROHL



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PARTS DIVISION  
CHRYSLER CORPORATION

CIRCA 1956

"AR," but the typeface was far less ornate, and now integrated the names of the five marques that the MoPar brand serviced.

In the late '50s, following the economic recession of 1958, Chrysler renewed its efforts to reach parts stores. It had been increasingly relying on dealership service-counter sales for its parts, but expanding its scope would put it in front of people who went to independent auto-parts stores for their maintenance needs, rather than the dealership. The thinking was that, when new cars weren't being sold, the maintenance items required to keep old ones running would continue to be a source of income. Yet another new logo arrived for 1959, this one a red delta with the MoPar name sans the bars over the letters and the addition of a patent notice, all inside a banded circle listing the names of the five marques.

Meanwhile, the MoPar high-performance story got some of its luster from Chrysler's Marine and Industrial Engine Division, which built special 413-cu.in. V-8s with hot cams, dual four-barrel manifolds, headers, windage trays, and more. The division showed off a 413 engine to one of the hop-up books at the time, and also placed an ad suggesting readers send a quarter for a *Maximum Performance Package* brochure. Rather than making someone order parts one at a time, the brochure offered an all-parts-included package from hard parts to gaskets. Response was massive.

By 1964, the hoary old CMPC name was dumped in favor of the Mopar name; it was at this time that things were streamlined, and the "P" was made lower-case. At the same time, Mopar introduced its new and enduring logo, known variously as the

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MOPAR DIVISION,  
DETROIT 31, MICHIGAN

Printed in U.S.A.

CIRCA 1959

"Rolling M" or the "Omega M." Created by marketing manager George Robinson, the "M" debuted on Hemi-powered dragsters in 1964. Divisional names fell away, with only the Mopar name in block letters. The desire was for a contemporary look, unlikely to be mistaken for anything else; furthermore, the circle implied motion or speed. Yet, while the emphasis in the '60s seemed to be on speed, which certainly got most of the ink, the Mopar name became shorthand for the quality engineering that Chrysler Corporation had traditionally put into its automobiles.

Today, 80 years after its creation, the Mopar name remains synonymous with Chrysler, despite ownership changes in the late '90s, mid-'00s, and late '00s. As long as there are Chrysler and Dodge cars being built, there will be a Mopar. Not quite as enduring as Shakespeare, perhaps. Not yet. But it's getting there. 🐎

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CIRCA 1949





# Challenge Accepted

*The painstaking restoration of a neglected 1934 Ford Cabriolet*

WORDS AND PHOTOGRAPHY BY MATTHEW LITWIN • RESTORATION PHOTOGRAPHY COURTESY OF RONALD LISKA

Some enthusiasts, like Ronald Liska, just have a knack for restoring collector cars. A resident of Middletown, Connecticut, Ron has humbly built a résumé of award-winning work that has emerged from his home-based shop tucked within an oversized two-bay garage. Over the years, his carefully honed, unwavering talent has helped him resurrect several cars owned by friends, as well as his

own, including this 1934 Ford Cabriolet.

"A friend of mine knew of this car and said that it would be available if I was interested," Ron tells us. "Apparently, the Cabriolet had been sitting in a garage in Stafford Springs for 30 years, but the owner wouldn't sell it. When he passed away, his widow sold off parts of the collection, including this Ford."

The Cabriolet is relatively rare. With

nearly 564,000 passenger cars built for the 1934 domestic market alone—an overwhelming number of which featured V-8 power—just 14,508 were part of Ford's model-year production run, each including, among other items, a rumble seat and roll-up side windows as standard equipment. The Cabriolet's rarity and styling alone were enough to entice Ron to purchase the car in early 2008, despite its condition.





According to Ron, "Before it had been placed in dry storage, it had to have been sitting in a field somewhere; you could see the rust all over the body bleeding through the decades-old primer that had been sprayed all over the car, including the upholstery. Sometime in its past, someone had cut a hole in one of the frame cross-members to install a dual exhaust system, and holes were cut in the floor for a roll

bar—it was on its way to becoming a hot rod. It was common back in the day; an old jalopy nobody wanted. All the guys I knew said, 'You've got to be out of your mind,' but I took it as a challenge."

Ron's challenge started right away, beginning with the Ford's complete disassembly, which included a careful tally of missing and damaged parts, and organized storage of those that were to be



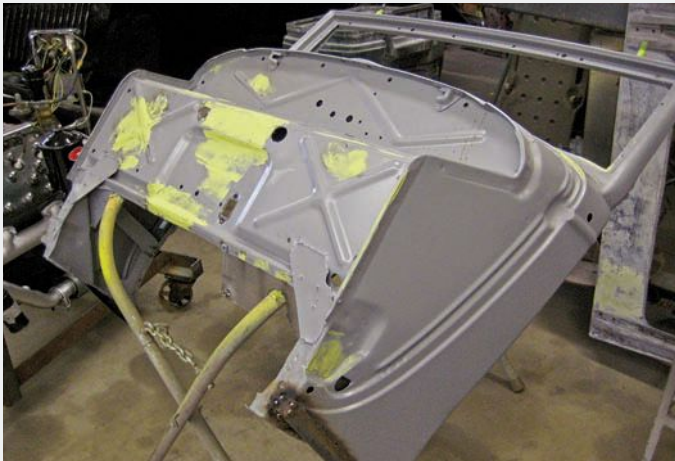




One of the first images of the newly purchased 1934 Ford Cabriolet, replete with visible rust weeping through an ancient layer of gray primer. The top was in shambles, but the wire wheels were surprisingly undamaged. The hood was stored during transport.



The Ford was immediately evaluated for obvious needs, including a new seat and—given the layer of mold and primer throughout—new door panels. Note the copious rust exposed along the top of the outer rocker panel, hinting at what was yet to be exposed.



After epoxy primer had cured, fabrication work commenced. Here, the lower portions of the cowl have received new patch panels that still require grinding and a skim coat of 3M body filler, some of which still requires sanding on the firewall.



Using a rotisserie, the body was rotated, exposing the underside and allowing the floorpan patch panels to be butt-welded into place. Tack welds initially secured the panels before the entire seam was welded in small sections to avoid warping.



Although one patch panel was still required to complete the forward floorpan, at this stage the parts of the body are being test-fitted for fit and finish against each other and the frame prior to paint. Critical flaws are easier to correct at this stage of the restoration.



Earlier, the dash panel was restored by means of a woodgrain kit that was matched to Ford's original pattern; the instruments were also refurbished and installed in the dash. Here it is being test-fitted within the cowl, verifying tolerances.





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The front cowl, inner and outer rocker panels, and rear body section have been fully reunited and placed on a rotisserie to help facilitate final filler work prior to applying primer and paint. Note that the body has been braced to prevent twisting.



One final panel to be test fitted was the radiator shell. Look close and you'll note a gap between the rear edge and the hood, the latter of which—it was discovered—had been cut by a prior owner. This demonstrated the value of test-fitting panels early.



While final adjustments were made to the body, the chassis was rebuilt and refinished with DuPont gloss black enamel. The suspension system, brakes, differential, three-speed manual transmission and replacement 221-cu.in. V-8 flathead have been installed.



After the final layer of primer cured, the body—and associated panels—received four coats of DuPont urethane base, followed by two applications of clearcoat. Given proper cure time, the panels were wet-sanded with 2,000-grade paper and polished.



With the body secured to the chassis and the bracing removed, final reassembly began. Here the instrument panel has been installed, along with a new wiring harness. Note the optional cowl lamp and Cabriolet-specific chrome windshield wiper.



Although the Ford was a steel-bodied car, the seat frame was made of wood. Though intact, the original frame was soft. A pattern was made from the original structure, permitting the owner to fabricate a new frame from the same material to exact standards.






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cleaned and reused. Once that was accomplished, the body and frame were delivered to American Dry Stripping, in nearby Milford, for media blasting, a process that exposed many problems with the metal. Ron adds that it looked as if sharks had been eating the lower body panels.

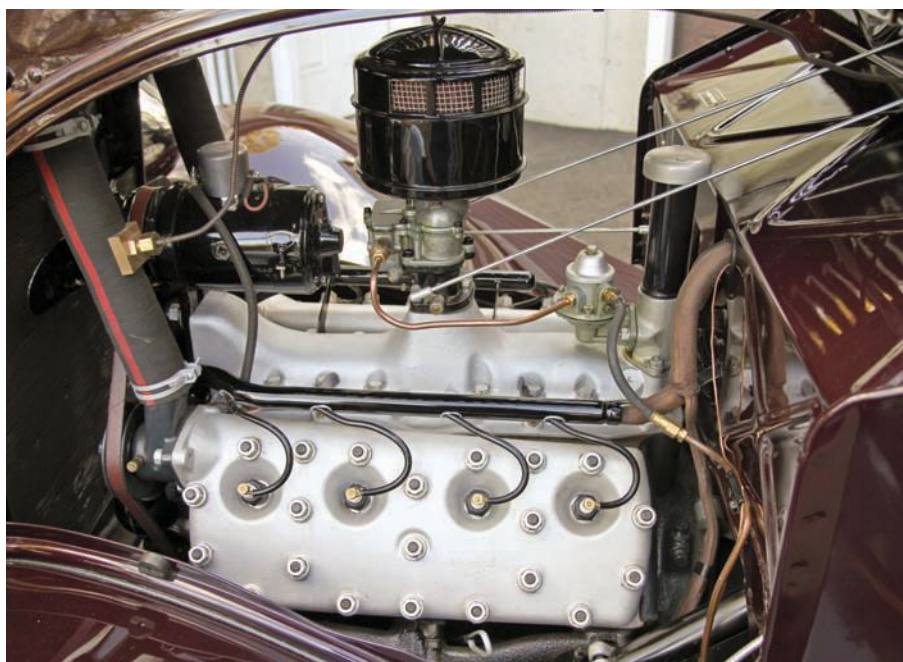
"Once the body and frame came back, I applied a layer of DuPont epoxy primer to the body and let it sit on a dolly as I worked on the frame," Ron recalls. "To fix the hole that was cut into the frame, I made a patch panel and butt-welded it into place with my

MIG welder. I ground the seams down, as well as the old welds from the attempted roll-bar installation, and then began the long task of eliminating the pits in the metal with a skim coat of 3M body filler. After that was sanded down, I could seal the frame in DuPont primer and, once it cured, sand it. Just correcting the frame and getting it ready for paint took a month."

On Ron's long list of replacement parts were a few floor sections, which were ordered from Bradley Antique Automotive in Charlotte, North Carolina. Also required

were both rear fenders and a new set of inner rocker panels, the latter of which prompted Ron to use some of the fabled New England ingenuity.

"The bottom of the inner rocker panels was rotted. They are hard to find, but I located a guy in Oklahoma who makes them for street rods," Ron says. "I took my original rockers, sliced the tops off and welded them onto his bottoms and fabricated inner rocker panels that way. With that done, I could work on the body. I had to fabricate patch panels for the bottom of







**I**'ve always been a fan of cars from the Thirties and Forties, so when this Ford was brought to my attention, I couldn't refuse looking at it. Rarity aside, I love the styling, and despite the fact that I knew it needed a lot of work, I was determined to test my ability and see the restoration through to the end. A lot of parts were missing—windshield frame, spare tire cover and lock, windshield wiper motor and more—and some of them were tough to locate, but in the end, the effort was worth it. I couldn't possibly be happier with the way it turned out.”

—Ronald Liska

the cowl, parts of the quarter panels, and the inner rear fender wells. I was also able to cut patch panels from the reproduction floor sections and butt-weld them into my original panels.”

With the metal fabrication completed, Ron used a skim coat of filler where needed, followed by hours of sanding, four coats of high-build primer and still more sanding. A final layer of primer completed the body, at which point Ron could test-fit the body and trim on the chassis before paint was applied. However, as often happens in restorations, he noticed a problem.

“I installed the grille shell, and I couldn't make it line up with the hood. No matter what I did, everything was off a little bit. Fortunately, I had another '34 Ford Coupe in the shop—the hoods interchange between models—so I took measurements and compared notes. Someone had cut a half inch off the front of the Cabriolet's hood, probably due to an accident, and rather than fixing everything right, it was cut-to-fit. I had to re-create the front edge of both sides of the hood. That took me a few days to figure out and fix. Then I could finally take it all apart again and apply paint, a DuPont

base coat/clearcoat system matched to Coach Maroon.”

During downtime while primer and paint stages were curing, Ron examined the 221-cu.in. flathead V-8. After removing the cylinder heads, it was obvious that there was extensive internal damage, forcing him to obtain a suitable replacement. Fortunately, a solid block was located and purchased, which he then cleaned—including a .040-inch overbore—while the internals were balanced before reassembly. As to the Ford's three-speed manual, all it required was a relatively straightforward rebuild. Finally, the differential required a new ring-and-pinion set. Rather than install new 4.11 gears, Ron took the opportunity to install a more highway-friendly 3.54 gearset. Along with new and restored suspension and brake components, the entire driveline was reunited with the frame. The body, now having been wet-sanded and polished, quickly followed.

Final assembly kicked into high gear, beginning with the careful installation of the interior. Earlier, Ron restored the wood-grained instrument panel and refurbished the gauges. He had also fabricated new wooden front and rear rumble seat founda-

tions—using the originals as patterns—for the corresponding leather seats, which had been restored by LeBaron Bonney; the company also supplied new door panels and floor mat. Exterior trim, double white-wall tires and pinstriping completed the exterior, save for the top.

“I reached out to Petter Davidsen of Davidsen's Auto Interior in Hampton Falls, New Hampshire. He created a new top for me matched to what Ford would have installed. Petter did an amazing job; like he put a new suit on the Ford,” says Ron.

By the fall of 2011, Ron's challenge was completed, at which point he began to show his Cabriolet at local, regional, and national events. Admittedly, for the time being, it hasn't been driven much—that will change in time now that it's completed. Since we photographed the Cabriolet this past fall, Ron tells us that he “had a new core installed within the radiator and rebuilt the exhaust system once again, with special attention given to the manifolds. New woven brake lining was installed, and I pulled the steering column and box, and refinished each of them. Right now, there's nothing else left to do—it's basically a brand new 1934 Ford.” 🐾





## 1964 Dodge 880

In 1964, Dodge will mark a half century of building automobiles. From the beginning, the greatness of the Dodge trademark centered on dependability. Dodge motorcars were well-built—carefully-built. It was this kind of dependability that carried General Pershing along the Mexican border in a 1915 Dodge staff car, and established a tradition that has been identified with Dodge through the years.

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### THE SEDAN

The Custom 880 for 1964 offers the comfort and sense of well-being that only a large car can give you. The Custom 880's luxury is everywhere about you—from the deluxe noise-absorbing headlining to the deep, thick wall-to-wall loop carpeting on the floor. Lavish use of rich, heavy-grade vinyls and custom all-nylon fabrics typify the superb quality that is yours in the 1964 Custom 880. Inspect the 880's spacious interior. The remarkable ease of entry and exit. Comfortable chair-high seats let you sit up or stretch out and relax. All seats are deeply-padded. The Custom 880's interior is impeccable. Its design, color, and comfort reflect an enduring good taste.

### THE CONVERTIBLE

Here is a car with a definite sports flair that, frankly, makes no apologies about being big! It is designed for the man who likes everything in his motoring big. The 880's ride is big. Its room is big. So is the luxury. The 880 offers solid construction, outstanding workmanship and lasting beauty at a traditional Dodge price. Look over the Custom 880's exquisite upholstery. Note how careful hand-fitting gives it a snug, wrinkle-free fit. The entire trim is of a very supple vinyl—highly resistant to scuffs, or cracking or peeling. This premium grade material offers the appearance and luxury of genuine leather, without the major drawbacks. . . . Either engine may be coupled with the standard 3-speed floor-mounted sport shift or the optional push-button automatic transmission. In addition, the more powerful 383 V8 is available with an optional 4-speed manual transmission, all forward speeds fully synchronized. Convertible top material of the Custom 880 is available in a choice of black, white or blue.

### THE HARDTOP WAGON

Here is the station wagon design that is at once distinctive and highly practical—the Custom 880 *hardtop* wagon. It provides a cargo deck more than ten feet deep (from the back of the front seat to the end of the open tailgate). Custom 880 hardtop wagons have a cargo opening more than 49 inches wide—room enough for just about any kind of load. In addition, the open area created between the side doors, due to the elimination of the center roof pillar, makes the handling of bulky items easier and safer. Despite all of its luxury and great size, the Custom 880 hardtop wagon can go where the going's rough and take a backbreaking load along. Its total cargo capacity: 91.9 cubic feet. Large? It's mammoth! Custom 880 hardtop wagons are offered in two glamorous models: a 2-seat, six-passenger model, and a 3-seat nine-passenger model (with rear facing 3rd seat). Second (and 3rd) seats fold flat quickly and easily . . . Custom 880 hardtop wagon is all-vinyl. The same premium-grade, supple vinyl you will find used throughout the Custom 880 series.





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## This '80s Pontiac Am Grand

**THIS MONTH'S DETROIT** underdog is one car you should be able to obtain for less than \$2,000. Did that keep you from flipping the page?

Seriously, according to a few sources, the value range for these is \$700 to \$1,800. There is just one small problem—good luck finding one. The 1980s Pontiac Grand Am may just be the first Detroit underdog of which none are available—at least at the time I wrote this sentence.

I bought my first new car in 1986, and on my list were the Chevrolet Chevette, Hyundai Excel, Renault Alliance, and this month's underdog, the Pontiac Grand Am. I test drove all of them. I wish I had bought either the Chevette or the Grand Am. A car that was not on the above list is the one I ended up being talked into buying. Enough said about that.

In 1985, Pontiac replaced the Phoenix with this iteration of the Grand Am on the new N Body that also supported the Oldsmobile Calais and Buick Somerset. Somerset? Apparently, there was a car I've never heard of, which was renamed Skylark in 1987. After discovering the long-lost Somerset, an acquaintance bought one for a song and sailed away into the sunset in style.

Pontiac sold almost 225,000 Grand Ams in 1986, making it Pontiac's best-selling model that year. Apparently, all of them were white. I only remember seeing 1980s Grand Ams in white. Even the one I test drove was white. All on the dealer lot were white. Two coworkers drove white Grand Ams. They did produce them in other colors, right? The ads always featured hot-looking Grand Ams in various shades of burgundy.

*Consumer's Guide* reviewed the new Grand Am, and in summary, it stated: "Pontiac bills the Grand Am as something of a Euro-sedan, though the four-cylinder LE is uninspiring in most respects and annoying in several. It mainly disappoints in limited interior space, those gimmicky gauges and

minor controls .... It comes off better as a family car, but it's still more of the same GM wine in a new and not quite satisfactory bottle." Ouch.

The new Pontiac Grand Am was offered in base and LE trim levels, and an SE was added in 1986. With the SE, you were treated to a standard V-6, composite headlamps, upscale upholstery, analogue instrumentation, and 14-inch aluminum wheels.

A turbocharged 2.0-liter four-cylinder from the Pontiac Sunbird GT was added to the build sheet and made standard in the SE model in 1987: "Nine pounds of boost and 165 horses wrapped in one great look."

The Buick 3.0-liter V-6 would be discontinued after 1987. The following year, those wonderful passive-restraint seat belts that would knock your lit cigarette out of your mouth were installed. Do you want to know if your late 1980s car was once owned by a smoker? Look at the seats. Any car with passive restraints driven by a smoker will have cigarette burns in the upholstery. Somehow, my mother would burn holes in steering wheels. I think it was those extra-long, Kojak-style More cigarettes she smoked.

Under the hood in 1988, the 2.3-liter Quad 4 LD2 engine was made available. "Grand Am SE. Twin-Cam Hot. Dull It's Not."

The following ad copy sounds as if it were spoken out loud by your dad when he was trying to sound cool to your friends: "Meet the full adult dose of Pontiac performance and technology. It's sure to bring fast relief from the mundane machinery blues. The SE's active ingredient list is topped

by an available Quad 4 dual overhead cam 16-valve engine with 150 hp and a European-style rev band. A turbocharged 2.0L engine is standard. Transmissions are a Getrag-licensed 5-speed manual or an optional 3-speed automatic. Every SE has a high-performance suspension, power rack-and-pinion steering, deflected-disc struts and shocks, and Eagle GT+4 tires. New aero skirting and wheel well flares toughen the exterior look. Inside, there's full analog instrumentation, plus leather-wrapped steering wheel, shift knob and parking brake handle. A Delco sound system with compact disc player is available. Order this audio setup with the high-revving Quad 4 engine, and you may be undecided as to which 'traveling music' you prefer. Either way, Grand Am SE kicks out the jams."

A new design debuted in 1992, the most recent year for which you can get vintage or historic plates in most states.

Now that we've made it this far, I did find a 1990 Pontiac Grand Am for sale, and surprise of surprises, it isn't white. However, it is "Grand Am magazine ad burgundy." This four-door model featured a gray cloth interior, automatic transmission, a four-cylinder engine and those plastic wheel covers that fly off at the sight of a pothole we all grew to love back in the day. This very clean Grand Am was a low mileage model that would make the perfect daily driver. A dealer in the Midwest was asking \$3,995; I'll bet it's still for sale.

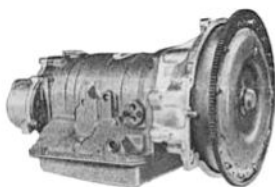
Should you consider the 1980s Pontiac Grand Am? Of course, you should. The hunt for one will make for a good story at the car show awards banquet. 🐶



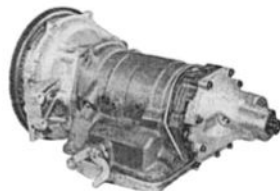


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## Art Naebig

Salesman  
*Sun Electric*

**I GOT A JOB WITH SUN ELECTRIC IN** the early 1960s as a sales rep during the time when Sun was the primo automotive test equipment company, which provided me with the opportunity to visit lots of automotive service facilities.

The Sun Man was supposed to be an expert in everything to do with engines and electrical systems, so sometimes a sales call turned out to actually be a call for help. But that was okay, because it allowed me to demonstrate, and possibly sell, something. In one case, the technician who called had done a tune-up but could not get the engine to run right, even though he had done everything by the book. The dwell setting was okay, and the oscilloscope didn't show anything amiss, but I found the timing to be off, even though he insisted that he had just set it to spec. I reset the timing and it ran even worse. That didn't seem possible, so I revved the engine and saw the mark move. The rubber bond between the part of the vibration damper attached to the crankshaft and the part with the timing mark had failed, so I could rev the engine and watch the mark make a complete revolution, putting it anywhere I wanted. The technician was just unlucky enough to have the mark stop where he could see it.

As a salesman for Sun Electric, I've always believed that the failure of the Corvair was at least partially due to the fact that most dealership technicians didn't want to work on them because they weren't trained to do so. Since he is paid "book time," a technician makes more money doing jobs he is familiar with and where training wasn't needed. Getting training on new products required a technician to drive out to suburban Hinsdale, Illinois, to the GM Training Center and spend a day or more earning "straight time" when he could have been making more money working in the shop. Not many technicians had the foresight to do that, so you usually had only one or two technicians per dealership familiar with the Corvair.

Sun Electric had just introduced a brand-new console. It was huge, and it had every feature a technician could desire, with a large oscilloscope display



COURTESY OF RM SOTHEBY'S AUCTION

right in the center. It was expensive, but after I demonstrated it, the owner of a large service station wanted it, so I made the sale. I delivered the unit, and we rolled it into the shop where I started training the shop owner on its use. We got through the simple hook-up and operation of the dwell-tach and timing light okay, but we were constantly interrupted, and finally we made an appointment for another session. When I got to the service station the next time, the console was behind the large front window for everyone to see, and the owner was still too busy to spend time with me and the machine. After several more tries, it became apparent that he would never have time for training and, as a result, was never going to make more money by using all the functions of the expensive machine I had sold him. I told him that and offered to take the machine back and refund his money. He refused and told me that, since he had been displaying the machine in his front window, his tune-up business had doubled, and the machine was well on its way to paying for itself. All he ever used were the timing light and the dwell-tach.

In a dealership, there were some plum jobs that every technician wanted. Tune-ups were at the top of the list, consisting of replacing the plugs, points, and condenser, checking various items and adjusting the carburetor. Usually, only replacement parts were necessary, and the job could be finished well short of

the "book time." One day I was in a Pontiac dealership, and an old-timer stated that he could do a "tune-up" in less than 15 minutes. I bet \$5 that he couldn't, so I watched him at work on a late '50s Pontiac. The points and condenser came in one unit, so that replacement was quick. He rapidly removed and replaced seven spark plugs and threw the eighth one in his tool box. That's the one that was supposed to go in the cylinder underneath the huge air conditioning compressor. With the plugs replaced (mostly), he connected the timing light and dwell-tach and started the engine. Setting the dwell was quickly done with an Allen wrench through a window in the distributor cap. Once the dwell was set, he used the timing light and determined that it was off by several degrees. This usually required the use of a special wrench to loosen the distributor hold-down screw in order to rotate the distributor. Instead, he went into his tool box and came up with the biggest pair of Channellock pliers I have ever seen. He grabbed the distributor with the pliers and rotated it. Done in under 15 minutes. I lost the bet.

While I was waiting, I noticed a number of identical parts boxes in the bottom of his tool box and asked about them. "Those are windshield wiper motors for new cars," he replied. Customers who had bought a new Pontiac would sometimes come back because the windshield wipers weren't parked properly. There was no "book time" for



removing the wiper arms and readjusting the park position but there was a "book time" for wiper motor replacement. He would write up the job as a wiper motor replacement, adjust the park position, and toss the new motor in the bottom of his tool box!

Another time, I was called in to help diagnose a problem with a car that would stall after a few miles. When I got to the shop, the car had been idling for over an hour with the hood closed. Stalling meant either a fuel or ignition failure. It was a hot day, so the extended idling should have shown up a heat-related electrical problem or vapor lock. The ignition system looked fine on the oscilloscope, the fuel filter was new, and the fuel pump volume tested okay, with no air bubbles resulting from a hole in the fuel line. We were stymied.

The car owner drove off, and while I was chatting with the shop owner, he got the call to come tow the car that had just left. It's good to have knowledgeable friends, so I called around to ask for advice. I was told that sometimes kids would pretend to put fuel in a gas tank, except that the fuel consisted of leaves, sticks and dirt. The filler pipe was bigger in those days before unleaded gas, and all that stuff would end up in the bottom of the tank. There was a large nylon sock-type filter inside the tank on the fuel pickup, and when the car was driven, the fuel would slosh around, and the crud would be stirred up and sucked into the filter. When it got clogged, the engine would die. Sometimes, while waiting for a tow truck, the driver would try to restart the car. Since the suction from the pump was gone, most of the crud would fall off the filter, and it would restart and run for a while. And, worst of all, without the car moving and the fuel sloshing, the filter would never clog, and you could idle the car all day without the problem occurring. Solution? Remove the tank and have it cleaned, then buy a locking gas cap. 🛠️



**I Was There** relates your stories from working for the carmakers, whether it was at the drawing board, on the assembly line or anywhere in between. To submit your stories, email us at [editorial@hemmings.com](mailto:editorial@hemmings.com) or write to us at I Was There, c/o Hemmings Classic Car, 222 Main Street, Bennington, Vermont 05201.

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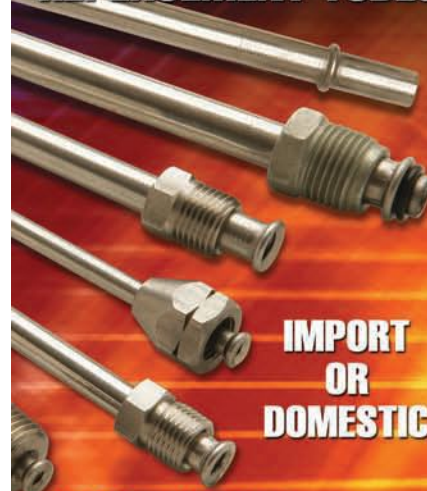
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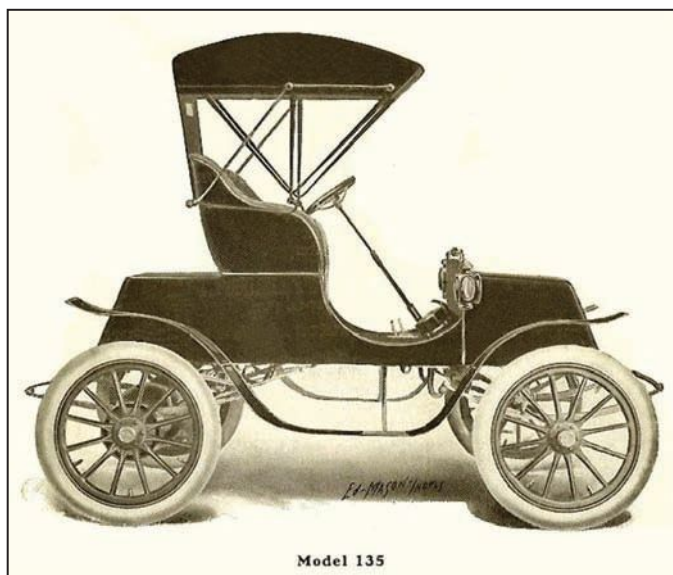
## PIERCE IS BACK IN ITS FOURTH YEAR

as it introduces the new Arrow. Also available later this year is the Great Arrow, which seats five and has a four-cylinder 24/28 hp engine on a 93-inch wheelbase. Pierce automobiles still offers the 8-hp Stanhope as well. Pricing begins at \$1,200.

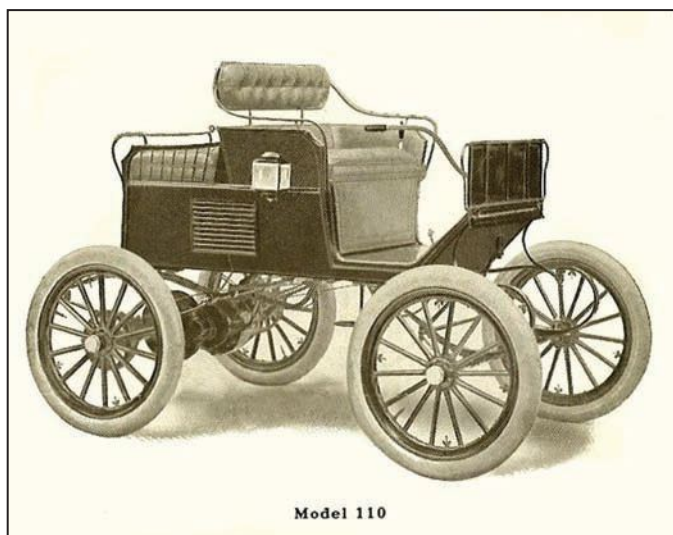


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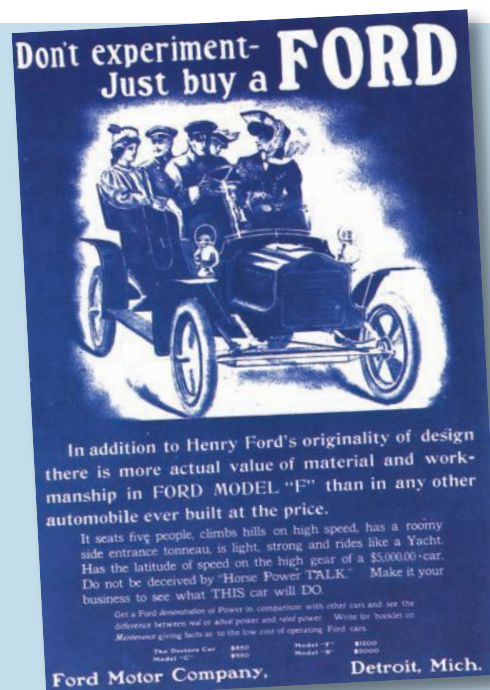
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fastest one-mile straightaway in his famous "999," and now his company brings you the Model "F." Its two-cylinder engine develops around 16 hp and the car comfortably seats five people. It comes in a green body with cream-colored wheels and running gear. The Model F is available for an affordable \$1,200.

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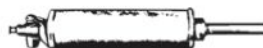
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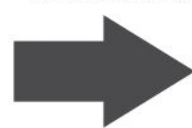
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# The Old Man Who Lives Down the Street

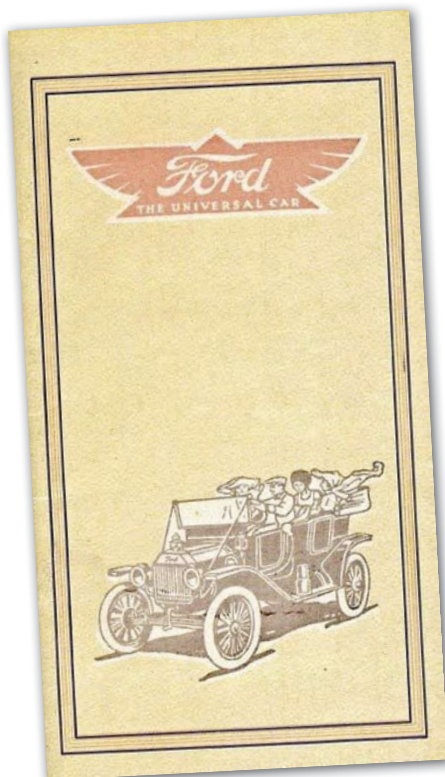
**IT WAS LATE 1947 WHEN MY FAMILY** relocated from the Bronx to the Southern California town of North Hollywood. Back in the day, North Hollywood was just emerging from wide-open ranch land and the back lots of the old movie studios that were into making Westerns. Tracts of modest homes were springing up here and there, and soon we even had a Sears and an A&P within four miles of our home. At the age of seven, North Hollywood was like another planet to me with wonderful weather, lizards, and jack rabbits running about, and mostly dirt streets—all of which I had never seen before.

So, imagine how excited I was when I spotted a very old car rumbling by my house; “spellbound” may be the best description. Of course, in the Bronx I had seen many cars, but they were mostly from the '30s and '40s. They had windows. They had doors. They had roofs. Now I'm staring at a car with wooden wheels, no windows, no top, and holes rusted through on the fenders, with an older gentleman wearing a bushy mustache and a newsboy-style cap behind the steering wheel.

I quickly asked my neighbors about what I had seen and was informed that it was “the old man who lives down the street.” With that, my friend Randy got on his Schwinn, and I jumped on my trusty J.C. Higgins, and we peddled off into the direction of the Old Man. A short ride away from our tract of modern homes were a few ranchos of the early 1900s, with horses and cows, and chickens scurrying around, and that's where we spotted the old car. It was parked under a shed attached to a garage and house with rough-sawn wood siding.

The Old Man was inside his garage tinkering with his modern car, which I think was a 1940 Chevrolet. He spotted us, and motioned for us to come take a closer look. Being a street-smart kid from New York City, I was a bit wary, but Randy's dad knew the Old Man, so we went closer.

As we approached, I could see the Ford logo. The car had almost no paint left, and the surface rust made it look dark brown. The radiator and lights were



tarnished brass, and the seats were very worn black leather. It had a horn with a long hose connected to a rubber bulb that, when squeezed, had a strange and wonderful bark to it. At this close range, I could see it did have two doors in back and no doors up front. The windscreen was very tall and, unlike the cars I was familiar with, it had a bunch of floor pedals and levers on the brass/wood steering wheel. The wood wheels looked ancient, and it had a hand crank out front.

The Old Man, whose name was Alvie Bond, told Randy and me that the car was a 1911 Ford Model T and that his father had given it to him when he was quite young. We were fascinated and curious, and the Old Man was very enthused when talking about the old Ford.

After several minutes of gawking, Alvie offered us a ride if Randy's dad would come over and give his okay. We shook hands like little gentlemen, thanked him and

raced home to share the news. We returned the next morning, Randy's dad in tow, to what we thought would be the greatest adventure ever—a drive in a 1911 Ford Model T.

We knocked on the wide-plank wood door, and the Old Man gave us a friendly greeting inviting us into the old wood house. My memory of the house now brings to mind the TV show *Bonanza*. Lots of wood, Adirondack furniture, big fireplace, wood stove, icebox, and bowls of fruit that came from the Old Man's yard.

Alvie's garage was like a museum; old tools, stacks of tires in the corner, kerosene lanterns, engine parts on the workbench, and WWII posters on the walls. I'd never seen anything like this in the Bronx!

Time for our ride! The Old Man set the brake, set the spark lever, choked it, and grabbed the starter crank. Two or three cranks later, voilà, it came to life with a puff of smoke and noise, along with some shaking. Alvie got busy with the pedals and levers and off we went! It was bumpy, loud, wind in your face. Once Alvie got to Ruckstell high gear, we gained speed, and billows of dust were swirling behind us, with every dog in North Hollywood chasing us.

With a Richfield station fast approaching, we pulled in for refueling. Of course, in those days, an attendant was there to fill your tank, clean your windscreen, check all fluids and air up the tires. \$1.00 for eight gallons! A Curries Ice Cream Parlor was right next door, and Randy's dad bought us all a cone for 5 cents each.

Hitting 40 mph on the way back to the ranch, we arrived safe, sound, dusty and thrilled. What a day!

Thereafter, Alvie Bond became something of a mentor for Randy and me, teaching us a love for cars and many hands-on skills that I still use to this day. Now, some 70 years later, I too have come to enjoy sharing my passion for old cars with neighbors and friends, both young and old. But only recently it dawned on me that I may have now become “the old man who lives down the street.” 🐞



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# CLASSIC TRUCK PROFILE



## Crew Cut

*Before factory-built four-door cabs, trucks like this 1966 Ford F-250 were custom chopped and stretched*

BY MIKE McNESSOR • PHOTOGRAPHY BY JEFF KOCH

**T**he F-Series that so many truck buyers know and love today owes much of its heritage to enterprising fabricators, upfitters, and coachbuilders who powered the evolution of the pickup.

It's true that Ford blazed one of the earliest trails into the factory-built pickup truck market by offering, in 1925, an optional cargo box for the Model

T Runabout. But commercial body manufacturer Galion, among others, built and sold add-on pickup beds for Lizzie several years prior to that.

Ditto for four-wheel drive—which has become ubiquitous on light-trucks today. Ford didn't officially get into the four-wheel-drive pickup business until 1959, when it first offered its F-100 and F-250 with a live front axle and divorced transfer

case. Prior to that, aftermarket companies like Marmon-Herrington, NAPCO, and American-Coleman gave Ford trucks their go-anywhere capability.

More than 80 percent of F-150s sold today are equipped with Ford's four-door SuperCrew cab—the preferred configuration of buyers with families. But prior to 1965, Ford didn't build a four-door truck, and the demand for



additional passenger room from utilities, logging companies, railroads, the military, and others was met by aftermarket coachbuilders.

Among the firms performing these crew cab conversions—on not just Fords but virtually every make of light truck—was Crown Steel Products of Orrville, Ohio. In addition to building crew cab pickups, Crown built utility bodies, sleeper cabs for heavy trucks, and more.

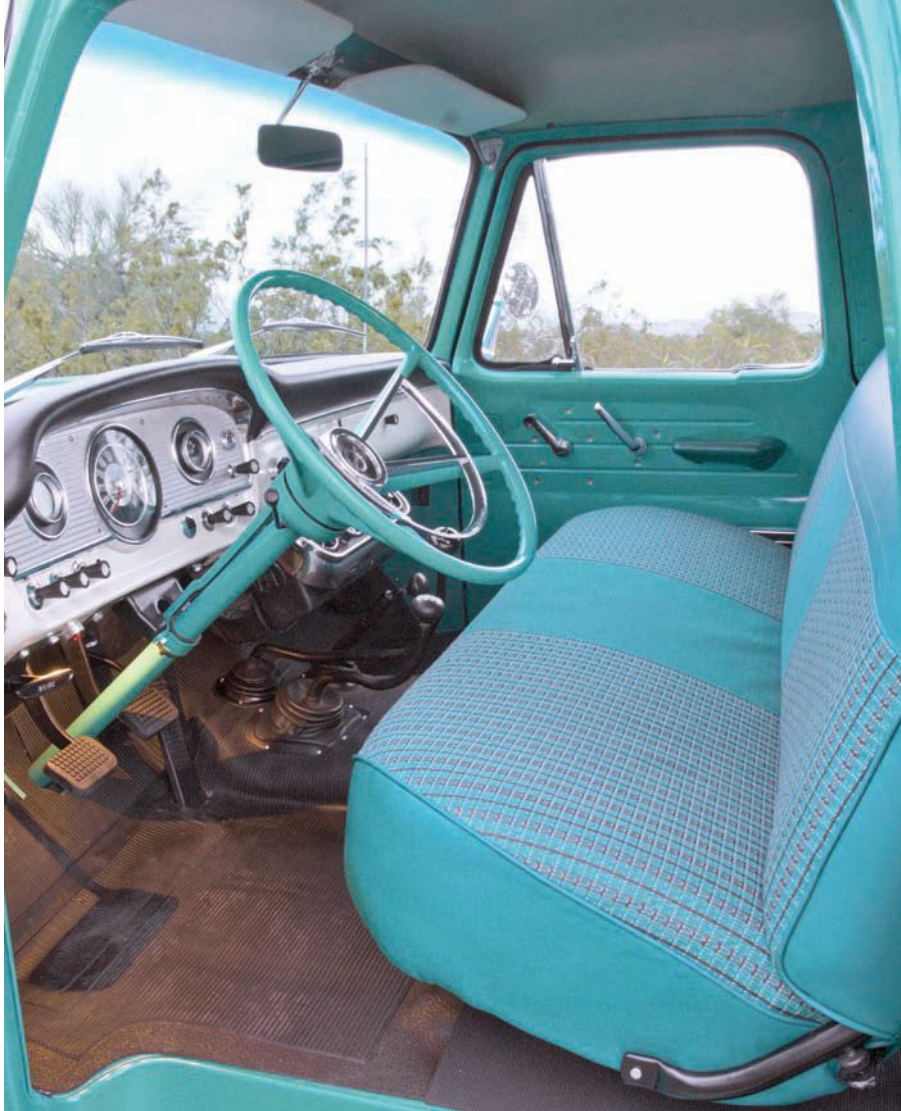
This month's feature truck, an unusual 1966 Ford crew cab F-250 four-wheel-drive, was converted to a four-door by Crown. The fact that the work was performed on an uplevel Custom Cab rather than a baseline truck makes it more unusual, as does the original color, Caribbean Turquoise.

Early crew cab conversions didn't involve altering the truck's chassis. Instead, body panels were cut and stitched back together to fit the existing frame rails, thus avoiding a lot of expensive and time-consuming work—like extending the driveshaft and brake lines or plating frame rails. The cab was sectioned and elongated, rear doors were fabricated out of front doors and mounted on exposed hinges, then the front of the box was chopped to compensate for the length of the cab.

The 1966 model year marked the last for Ford's handsome fourth-generation F-Series trucks. This design, which was launched in 1961, is most widely remembered for the "integral cab and box" trucks that were discontinued after 1963 (they were unpopular at the time, but a favorite with collectors today). This generation also introduced the Twin I-Beam independent coil spring front suspension under two-wheel drives, beginning in 1965. Incidentally, the integral body was never available on a 4x4 chassis, and four-wheel drives used leaf springs fore and aft as well as heavy-duty Dana axles.

For 1966, the standard light-truck engine was the thrifty 240-cu.in. straight-six with a one-barrel carburetor that was good for 150 hp, but buyers could opt for the 170-hp 300 six-cylinder or the 208-hp 352 V-8. Automatic transmissions weren't available with four-wheel drive, and a Warner T89F three-speed was the base offering, but buyers could step up to a New Process 435 four-speed gearbox. A divorced Spicer Model 24 two-speed transfer case sent the power to the front axle and, in three-quarter-ton rigs, a set of stump-pulling 4.56:1 cogs were standard issue.

Lawrence Ames of San Francisco, California, and Scott Tonn of Phoenix,



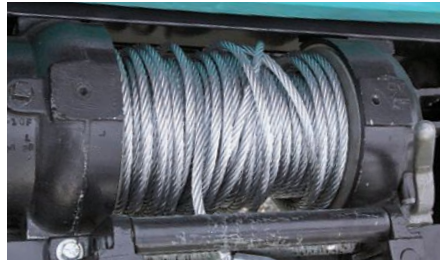




Arizona, have co-owned this rugged crew cab F-250 since 1981. It was restored to show-winning condition at Vintage Auto Repair in Phoenix, Arizona, during a three-year project that wrapped up in April 2016. "I was a freshman at the University of California, Davis, at the time," Lawrence said. "I was with friends driving back from a houseboat trip on Lake Berryessa, when, driving through Winters, California, I saw the truck and fell in love with it on sight."

The next day, Lawrence returned to Winters and learned that the truck belonged to the owner of the local Ford dealership. "I talked him into selling it to me," he said. "It has been sheer joy ever since. It really was the coolest looking vehicle that I had ever seen."

The truck served Lawrence, Scott, and their buddies well on hunting trips, off-road excursions and other adventures.



"The truck became an integral part of our university experience," Lawrence said. "We would take it to Nevada to hunt rabbits. There would be nine of us in the truck: three in the front, four in the back seat, and two in the bed. This was during the dead of winter, but the guys in the bed had a bottle of Jack Daniels to stay warm! We would drive to Smith Valley, shoot rabbits all day and well into the night, then camp and come back the next day with

all of our rabbits strung up on the brush guard. It was a sight to behold! During the great Central Valley flood of March 1986, I spent the days driving around, pulling cars out of ditches with this truck."

Prior to its extensive makeover, the truck was scruffy but very intact and mostly rust free. The paint was faded, rust had dug into a section of the roof, the drivetrain and chassis were grimy, and the seat upholstery was threadbare. The crew at Vintage Auto Repair removed the cab and box from the chassis, sent out the frame and hard parts for powdercoating, sent the 352 V-8 out for a rebuild (as well as the NP435 gearbox and transfer case), and prepped the body for a new finish in modern urethane paint.

One of the biggest challenges of the project turned out to be finding the correct seat upholstery, as reproduction covers were unavailable. "We found the company that made the original seat material and the hot-stamped Ford logo that went on the seats," Lawrence said. "That material took forever to get." They also tracked down an NOS 1966 air conditioning setup for the truck to make its spacious cab more comfortable in the warm weather.

Lawrence said he's glad to see the truck in better-than-new condition, and is as taken with it today as he was back in 1981. "The restoration really has been a labor of love for all involved," he said. "In my opinion, the visual effect of the custom cab modifications is nothing short of stunning—balanced and poised, while showing strength and a willingness to get to work." 🐇





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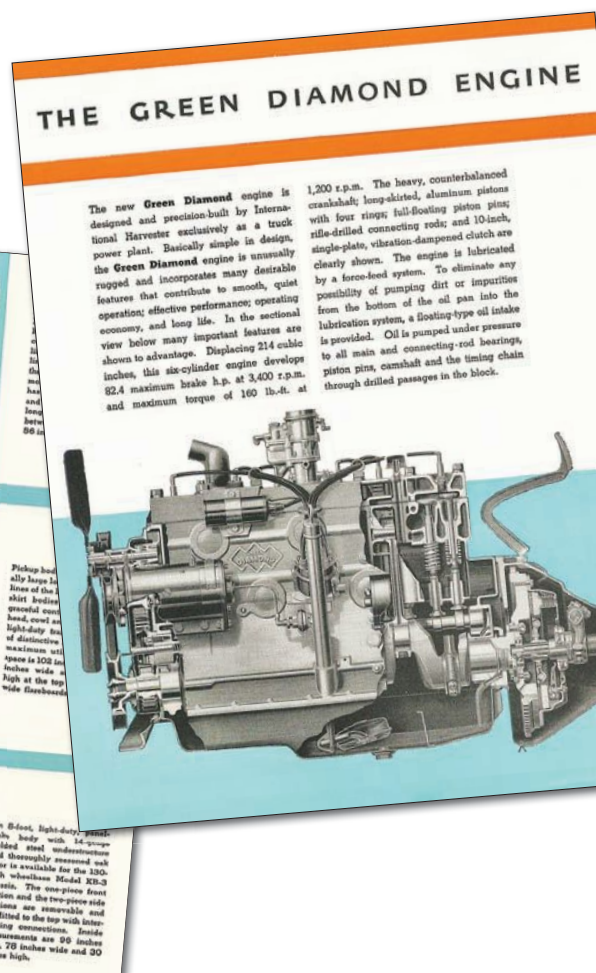
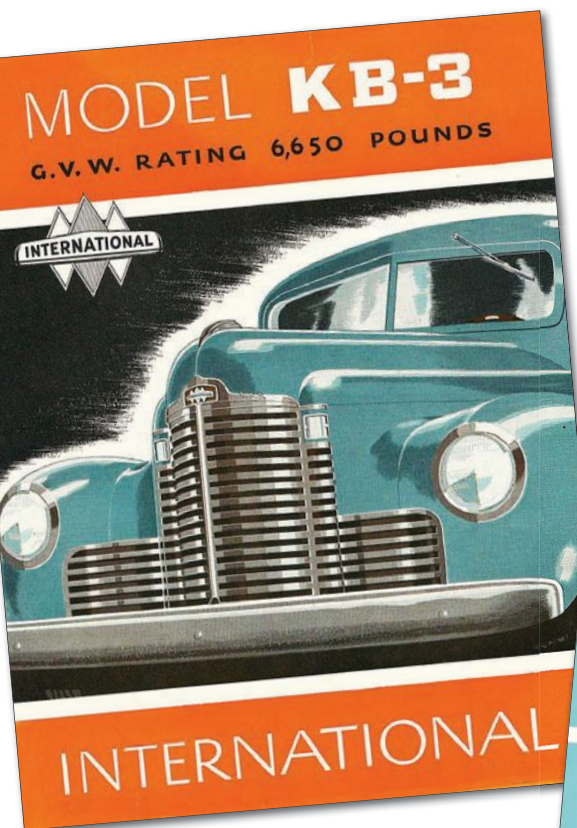
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# COMMERCIAL CHRONICLE

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## 1949 International Model KB-3

Handsome, large-capacity International streamlined de luxe panel bodies are rigidly constructed for safety and long life. The trim, symmetrical lines are further enhanced by the pressed-in belt and panel moldings. The panel body has a capacity of 171 cubic feet and measures 109<sup>3</sup>/<sub>8</sub> inches long at the floor, 46<sup>3</sup>/<sub>8</sub> inches between wheel housings and 56 inches high.

Pickup bodies have exceptionally large load capacities. The lines of the long all-steel drop-skirt bodies blend with the graceful contours of the grille head, cowl and cab, forming a light-duty transportation unit of distinctive appearance and maximum utility. Loading space is 102 inches long, 48<sup>1</sup>/<sub>2</sub> inches wide and 17 inches high at the top of the 4-inch-wide flareboards.

An 8-foot, light-duty, panel-stake body with 14-gauge welded steel understructure and thoroughly seasoned oak floor is available for the 130-inch wheelbase Model KB-3 chassis. The one-piece front section and the two-piece side sections are removable and are fitted to the top with interlocking connections. Inside measurements are 96 inches long, 78 inches wide and 30 inches high.

## THE GREEN DIAMOND ENGINE

The new Green Diamond engine is designed and precision-built by International Harvester exclusively as a truck power plant. Basically simple in design, the Green Diamond engine is unusually rugged and incorporates many desirable features that contribute to smooth, quiet operation; effective performance; operating economy, and long life. In the sectional view [above] many important features are shown to advantage. Displacing 214 cubic inches, this six-cylinder engine develops 82.4 maximum brake hp at 3,400 rpm and maximum torque of 160 lb-ft at 1,200 rpm. The heavy, counterbalanced crankshaft; long-skirted, aluminum pistons with four rings; full-floating piston pins; rifle-drilled connecting rods; and 10-inch, single-plate, vibration-dampened clutch are clearly shown. The engine is lubricated by a force-feed system. To eliminate any possibility of pumping dirt or impurities from the bottom of the oil pan into the lubrication system, a floating-type oil intake is provided. Oil is pumped under pressure to all main and connecting-rod bearings, piston pins, camshaft and the timing chain through drilled passages in the block.



We enjoy publishing period photos of authentic, old-time working trucks, especially from the people who drove them or owned them. If you have a story and photos to share, email the editor at [rlentinello@hemmings.com](mailto:rlentinello@hemmings.com).



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450-18	A	\$119.00	475/500-20	A	\$139.00	33x5	A	\$269.00
525/550-18	A	\$129.00	600-20	B	\$159.00	32x4	A	\$259.00
600/650-18	B	\$149.00	440/450-21	A	\$ 99.00	33x4-1/2	E	\$269.00
475/500-19	A	\$ 99.00	525-21	A	\$149.00	33x4	A	\$269.00
550-19	B	\$149.00	31x4	A	\$239.00	34x4	A	\$275.00

## WARDS RIVERSIDE

TIRE SIZE	COLOR	PRICE
30x3-1/2	Black	\$152.00
30x3-1/2	All-White	\$219.00
30x3	Black	\$151.00
30x3	All-White	\$212.00



**GOODYEAR**

## ROYALTON 78 Series



TIRE SIZE	WW WIDTH	PRICE
G78-14	1", 2-3/4" or 3-1/4"	\$165.00
560-15	Black	\$149.00
560-15	1" or 3"	\$166.00
600-15	Black	\$152.00
600-15	1" or 3"	\$169.00
G78-15	1", 2-1/2" or 3-1/4"	\$168.00
H78-15	1", 2-5/8" or 3-1/4"	\$169.00
L78-15	1" or 3"	\$179.00
L78-15	4"	\$185.00

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## GENERAL TIRES



TIRE SIZE	WW WIDTH	PRICE	TIRE SIZE	WW WIDTH	PRICE
750-14	2-1/4"	C \$164.00	800-15	3" or 4"	B \$195.00
800-14	2-1/4"	C \$179.00	820-15	Black	C \$175.00
950-14	2-1/4"	A \$229.00	820-15	1" or 2-3/4"	C \$209.00
670-15	Black	A \$147.00	915-15	1"	C \$209.00
670-15	2-11/16" or 3-3/4"	A \$173.00	600-16	Black	A \$144.00
760-15	3" or 4"	B \$186.00	600-16	3-1/2"	A \$169.00

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165HR14	CA-67	\$179.00	205/70WR15	CN-12	\$299.00
185/70VR14	CN-36	\$149.00	205VR15	CN-72	\$439.00
205/70VR14	CN-36	\$299.00	215/60VR15	CN-36 N4	\$419.00
155HR15	CA-67	\$239.00	215/70WR15	CN-12	\$359.00
165HR15	CA-67	\$209.00	225/50YR15	P7 N4	\$329.00
165VR15	CN-36 N4	\$259.00	255/60WR15	CN-12	\$449.00
185/70VR15	CN-36 N4	\$289.00	165HR400	CA-67	\$249.00
185VR15	CA-67	\$339.00	185VR16	CA-67	\$359.00

## BEDFORD



SIZE	BLACK	SINGLE WW	DOUBLE WW
700-17	\$229	\$309	\$399
750-17	\$239	\$319	\$439
700-18	\$219	\$309	\$399
750-18	\$229	\$319	\$439
700-19	\$259	\$329	\$429
750-19	\$259	\$349	\$469
600-20	\$179	\$279	
650-20	\$180	\$299	

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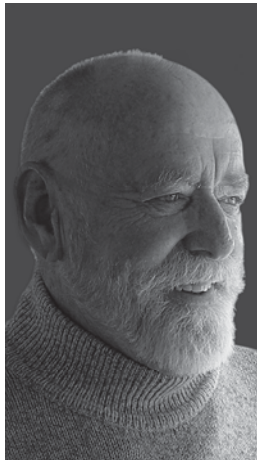


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The goal at

La Salle was

to present

something

trendy every

year to reach

the people

who wanted

something new

and daring.



## Destroyed by Success

In 1944, my father was a radioman on a destroyer at Treasure Island near San Francisco. My mother and I took the train from Los Angeles to see him off on a voyage that took him to Iwo Jima, Okinawa, and finally Tokyo. We stayed in Berkeley with my great aunt Dolly, who drove a gray 1940 La Salle Series 52 coupe. I was four years old at the time, and that car was actually the only thing I remember from the occasion. My father filled in all the other details years later.

My earliest childhood memories are just snapshots. They are pictures that are vivid, but have little or no context.

That La Salle was one of those. I just remember at the time thinking that it was the most beautiful thing I had ever seen.

I did not know until years later that Aunt Dolly's La Salle was the last of its kind, because they stopped making them after the 1940 model year. That La Salle stuck with me the rest of my life.

Why that car, you ask? That's easy. It is the most beautiful year and model of a beautiful line of cars. La Salle was originally conceived as a companion make, much like Oldsmobile's Viking and Oakland's Pontiac. The Viking didn't last long; but Pontiac—the low-priced Oakland offering—ended up consuming its host in 1931.

La Salle got its start when Harley Earl was hired away from Don Lee Cadillac's custom coachwork shop in 1926. He was given only four months to design Cadillac's new sporty smaller model. He knocked off the handsome Hispano-Suizas of the era and added a few flourishes of his own, and the combination was stunning. It was also a major marketing success that year.

In fact, it was such a success that Earl was put in charge of all General Motors styling and given his own Art and Colour department. The La Salle was built to Cadillac standards with a Cadillac chassis and running gear, but sold for much less, and as a result, it was a major success, except for the fact that it was as costly to build as a Cadillac, but not nearly as profitable.

When the Depression was in its darkest hour in 1932, management at GM was considering dropping the La Salle. That is, until a young designer in Earl's department named Jules Agramonte left some sketches lying around his work area that featured wind-cheating aerodynamic styling reminiscent of the streamlined Sunbeam land-speed beach racers that caught Earl's eye.



Earl was impressed, and unveiled it at a show for management and billed it as the car they were *not* going to build. Management loved it, and La Salle was saved. At least for a time. La Salles were so stylish that most of GM's management began driving them by the late 1930s, including even Cadillac designer Bill Mitchell, who later took over as head of the Art and Colour department when Earl retired.

The goal at La Salle was to present something trendy every year to reach the people who wanted something new and daring. It was the opposite of Packard's less expensive junior series 120 that

debuted in 1935. Packard always aimed at the conservative end of the market, and as a result, the company's styling was evolutionary rather than revolutionary. It also stayed with the Packard name for its new

models in order to capitalize on the prestige that the marque enjoyed at the time.

La Salle and the mid-Thirties Cords were the trendsetters of the era and played off one another, but Packard kept to the neo-classical look. The La Salle still sold very well, but the profits weren't there in the numbers that GM management expected. The Packard 120 sold far better, with 1,937 examples; it was Packard's best year ever, thanks to its new junior offerings.

But both companion makes turned out to have their downsides. La Salle did not trade on Cadillac's prestigious name and was not the runaway success that Packard's cheaper line was, but then Packard ended up losing the prestige market to Cadillac, which grabbed it by dropping the La Salle name but continuing to make the same car under the Cadillac brand. Both companies built great cars, but it came down to branding and positioning in the end.

These days, I would say I am blessed, because I have a 1939 Packard 120 and a 1940 La Salle. They are two entirely different cars, built to reach two different markets, but comparable in quality and performance. Pharmacists and doctors drove junior-series Packards, and people like Hedy Lamarr drove La Salles.

The Packard is dignified and silent, and the La Salle is brash and has a throaty rumble. They each get a lot of attention because they are both beautiful in their own way, but one looks aristocratic and the other looks exciting. For me, my 1940 La Salle Series 52 coupe is a lifelong dream come true. Now if you will excuse me, it's time for a spin. 🌀



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