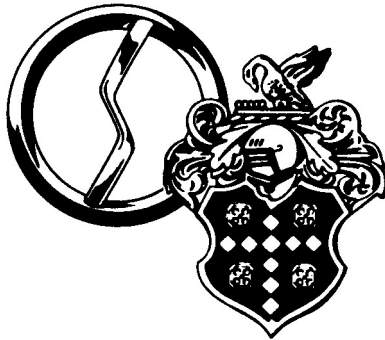


The

Pious Pelican

June 2021



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Pious Pelican

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Any changes, additions or corrections to the Pious Pelican should be directed to Clint Moore at batbuick@yahoo.com.

The Pious Pelican

June, 2021

Volume 60, No. 3

Director's Report

I am more than pleased to report that we are back in business and firing on all cylinders! During the month of June, our region participated in two events luring members out to the South and East Bays. That's two events in one month... the same number of events we had during all of 2020!

Be sure to check out the calendar to see how the rest of the year is shaping up. I just had a great phone call with Phil Sherman to hash out some details about the Brentwood tour we will be having in October, and I am pleased to report Mark and Kay Barchas made a reservation at Michael's in Mountain View for the holiday luncheon in December.

The club has a wonderful opportunity this month to get a discount on tickets and to park our cars in the car corral at Hillsborough. Be sure to see how to sign up online, and let's get out and show off our Packards!

I want to thank Classic Car Club member (and hopefully soon-to-be Nor-Cal Packards member) Michael Hayward for contributing our feature article this month about the 120 and how it helped keep Packard going through the Great Depression. I hope to see him at a future event!

I hate to keep you all in suspense for another month, but once again there was no room for the quiz answers from the March issue! I'm not particularly sorry, though. I'd much rather fill these pages with photos of our members showing off their Packards. Hopefully next time there will be an extra page so you can check your knowledge.

Finally, I want to thank our members for all the well wishes and messages of condolence I received about Bud Juneau's passing. As I said before, he was a champion of our club at both the local and national levels, and he is sorely missed.

Happy Motoring!

Clint





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|--------------|--|
| July 18 | Hillsborough Concours (see page 3) |
| August 2 | Board Meeting—Format TBD |
| August 8-15 | Monterey Car Week/Pebble Beach |
| September 12 | Swap Meet (see flyer insert) |
| September 19 | Antique Autos at San Jose History Park |
| September 24 | Ironstone Concours |
| October 6-9 | Hershey Swap Meet in Hershey, PA |
| October 10 | Board Meeting—Format TBD |
| October 24 | Brentwood Tour w/ Rolls Royce Club |
| *November 13 | Veterans Home—Yountville |
| December 12 | Holiday Luncheon |

*Tentative Event

For a complete list of events, please visit our website at
www.norcalpackards.org/calendar.php

Upcoming Event

Hillsborough Concours Car Corral

July 18, 2021



HILLSBOROUGH CONCOURS D'ELEGANCE

Exciting News! Nor-Cal Packards has been invited to be featured in the car corral next to the show field at Hillsborough Concours on July 18! And best of all, we will get in at a discount price of \$40 per *car,* rather than per person. That's right, you can pack your car with friends, and they'll all get in--you won't even have to hide them in the trunk like the old days at the drive-in movies!

Here's how you sign up:

1. Go to: <http://www.hillsboroughconcours.org/events-concours>
2. Click the button that says "Buy Tickets Now!"
3. Click the link that says "Enter Promo Code" above the word "Tickets"
4. Enter the promo code NCPC21 and click "Apply"
5. A new ticket category will appear for the car corral. Purchase only ONE ticket! (unless you're bringing multiple cars...)
6. Click "Checkout" and proceed with payment.

Let's get a great showing of Packards there and make it our July event! We will plan to meet at a nearby location so we can drive in and park together. Details will be sent to those who purchase tickets.

Where We've Been **"Donna Reed" Drive Tour** Text and Photo by Clint Moore



Tim and Kathie Toland's 1940 110 Convertible Coupe stands out in a row of Brand X cars! The Donna Reed Edsel is at the far end of the row.

On June 13th, Nor-Cal Packards was invited to join the Freewheelers for the "Donna Reed" Drive Tour in and around Morgan Hill. The day began in the Hobby Lobby parking lot where donuts were served on the tailgate of the actual Edsel Bermuda station wagon that was used in a number of episodes of "The Donna Reed Show," which aired for 8 seasons starting in 1958. Turnout from our club was light, with Tim and Kathie Toland being the only members to bring a Packard, but Tom Beidleman joined the fun in his Pontiac Firebird, and Clint Moore debuted his freshly restored Lincoln Continental Mark V.

Once the breakfast treats were consumed, the group of about 20 cars headed out for a leisurely drive around Chesbro and Uvas Reservoirs before returning to a lush park where picnic lunches were consumed in the shade of a pair of sycamore trees.

Many thanks to Ted "Tedsel" Downer and Marc Williamson from the Freewheelers for organizing a wonderful day!

Where We've Been **Father's Day Cars & Coffee at Blackhawk**

Text by Clint Moore

What a treat to return to the Blackhawk Museum in Danville for a Father's Day Cars & Coffee! Many may remember that this used to be a regular occurrence, but it was cancelled in 2018 due to noise complaints from muscle and sports car enthusiasts showboating as they left the parking lot. It was a wonderful way for me to spend the day with my dad, playing chauffeur in the car that he brought home when I was a wide-eyed 6 year old.

Nor-Cal Packards had the honor of parking on the plaza in front of the museum, and participants included:

Matt & John Kilkenny	1935 1208 Twelve Dietrich Phaeton		
Michael Solomon	1938 1600 Eight Touring Sedan		
Steve Weir	1940 120 Sedan		
Al Vasquez	1941 120 Business Coupe		
Milt Wheeler	1941 160 Convertible Coupe		
Clint & Doug Moore	1946 Custom Super Clipper Limousine		
Henry Hopkins	1947 Custom Clipper Club Sedan		
Ron Carpenter	1949 Eight Club Sedan		
Peter Hypnar	1949 Deluxe Eight Touring Sedan		
Bill Young	1954 Clipper Deluxe Sedan		
Christopher Slater	Bill Rogstad	Tom Owens	Bob McCoy



Doug Moore and Matt Kilkenny catch up in front of Doug's 1946 Custom Super Clipper Limousine. (Photo: Clint Moore)



Above: Al Vasquez brought his 1941 120 Business Coupe all the way from Elk Grove to participate in the Father's Day gathering. (Photo: Peter Hynnar)
Below: At Blackhawk, (l to r) Milt Wheeler, Bill Young, Ron Carpenter, Peter Hynnar and Michael Solomon can't believe we are having car events again! (Photo: Clint Moore)





Above: In the sunlight, the dashboard of Matt Kilkenny's 1935 1208 Twelve Dietrich dual cowl Phaeton glitters like a jewelry box. (Photo: Peter Hypnar)
Below: Steve Weir's 1940 120 Sedan was shown on Father's Day and is a prime example of the Packards of our feature article on page 8. (Photo: Clint Moore)



Spotlight Feature **Packard 120: The Car that Saved Packard**

Contributed by Michael Hayward



In a recent issue of *The Classic Car Magazine*, one of the cars mentioned to possibly be admitted into the Classic Car Club is the Packard 120. Although it is not considered a Classic Car™, it may well be the most important car Packard ever produced, and it would save the company from going bankrupt.

1933-34 was the depth of the Great Depression. Unemployment was about 25%. People who sold stocks and bonds on Wall Street were now selling apples on the corner. The luxury car market hit its bottom.

Alvin McCauley, President of Packard, realized that unless they could produce a less expensive automobile the company would go bankrupt. Their stock at this point was selling for about \$2 a share, and their sales had dropped from \$107,512 in 1929 to \$19,230 by 1933. The company would have to adapt to the new reality or go out of business, like Pierce-Arrow, Duesenberg, Cord, Auburn, Marmon, and Stutz all would by the late 1930's.

In 1933 Packard made high end automobiles for a select market, but that market had disappeared. To stay afloat, they needed to produce a car for under \$1,000, and thus the decision to make the Packard 120 was made. Marketing experts felt by producing a cheaper car it would lessen the brand's image, but McCauley felt they had an obligation to the stockholders to stay in business. The announcement of the Packard 120 was made on the radio program of Lawrence Tibbett on January 6, 1935.

Given the state of the economy in 1935, the idea that the average person could enjoy the prestige of owning a Packard was very appealing to the masses. Within months there were 10,000 orders and \$1,000,000 dollars in deposits on a car no one had seen! Marketing researchers felt the Packard

name was second only to the Ford brand. Up to this point Packard had never built a mass-produced automobile. The cars would be built in a separate plant south of Grand Boulevard.

Although the Packard 120 is not considered a Classic Car™ it was still well built and engineered in the Packard tradition. The car was named the 120 because of its 120-inch wheelbase. It came with various body styles from a business coupe, sports coupe, and convertible coupe, to a variety of sedans. Prices ranged from \$980 for the business coupe to \$1,095 for a touring sedan.

Power from the 120's 282ci 8-cylinder engine, which produced around 120hp, was fed through a soft 10" single plate dry clutch to a rugged 3 speed transmission. Shifting was both smooth and positive. The car also featured independent front suspension and four wheel hydraulic brakes.

The external identification was also positive. On the car was the familiar grill, tear drop head lights, red hexagonal hub-caps, and above the grill a hood ornament.

Internal examination revealed Packard's continued belief in the harmonious structure benefits of wood and steel construction. Floor sills and roof rails were made of selected hard woods. Bodies appeared in 9 lacquer colors, were heavily insulated for quietness and anchored to the chassis at 24 points for further strength. Interiors showcased wood trim. While heavy rubber matting was used in the front seat of the sedans, deep pile carpeting was found in the rear seat areas. Other details included rear footrests, robe rails, dome lights, and other convenient items. As one can see this car was not cheaply made.

In order to build such a car, the company needed someone with mass production experience. George Christopher from General Motors' Pontiac and Buick divisions was chosen to set up and oversee this operation. Christopher also brought in people with specific engineering and managerial skills to help with the project. Production began on January 20, 1935, and by the second week of February, cars began rolling off the assembly line. As a new-comer to the medium range price-field they were dead last but by the end of 1935 they had moved



(Continued on page 10)

up to third place. During the first two years of production 80,037 Packard 120s were sold. Packard was back in the black!

Over the next several years the Packard 120 would be the backbone of the company. Through the 1930's and early 1940's, 90% of Packard sales were either the 120 or the 110 introduced in 1937 with a price of \$750. When the 110 was introduced the Packard 120 became upscale. For example, the Murray Body Company built a 120C convertible sedan priced \$1,355 and fitted with Dietrich name plates as a sales promotion.

As the years progressed the chassis was lengthened to 127" and in a few cases 138" and 148". Price increased in 1938-39 to \$1,200 for the business coupe and \$1,955 for a limousine.

Of interest the first Darrin Packards were 120's that were redesigned. Dutch Darrin was an American designer who spent much of the 1920's and 1930's in Paris designing bodies for high end European automobiles. He met Darryl Zanuck, the President of 20th Century Fox, while the two were at a polo match, and Zanuck suggested he come back to California to design cars for many of the Hollywood stars. He returned to America and set up a shop on Sunset Boulevard called *Darrin of Paris*.

Darrin took the Packard 120 and removed the top, fitted the car with a new windshield, a 3-piece cast aluminum cowl, custom made doors, plus stylized front and rear fenders. Additionally, the radiator was cut down by 3 inches and the car featured padded wraps around the dash. The first of these cars was built for actor Dick Powell. Others were sold to Clark Gable, Tyrone Power, Errol Flynn, and Ann Sheridan.

Thanks to the 120, Packard was about the only independent luxury car manufacturer to survive the depression in the 1930's.

I want to thank my granddaughter Monica Murguia for her great help on this article.



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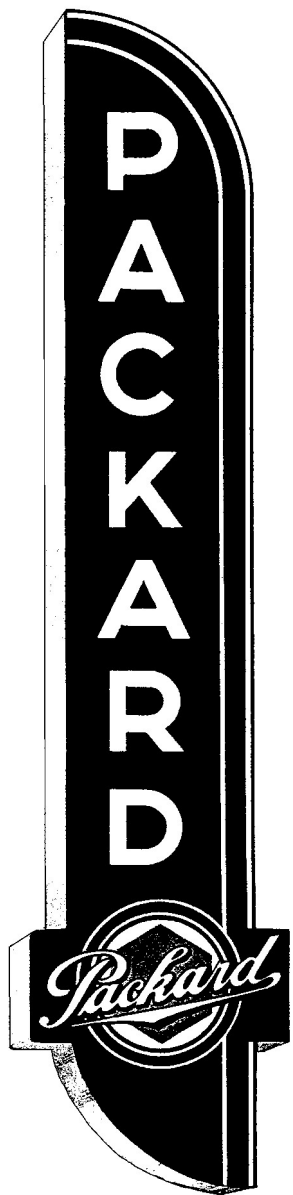
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