THE PACKARDIAN

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Devoted to the Preservation, Restoration and Appreciation of the
PACKARD AUTOMOBILE

Affiliated with -

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OAKLAND. CALIFORNIA. 94618. U.S.A.

Packards International Motor Car Club,
P.O. Box 1347,
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PRESIDENT'S PAGE

It seems hard to believe that the year is drawing so quickly to a close. Our Christmas party will soon be on top of us, so please roll up in your Packards (or ordinary cars) to help make this function a success.

For the past two and a half months I have been travelling with Helen and son, Rob, in Europe and U.S.A. and am therefore a bit out of touch with local Packard club activities. To make up for this however, the latter part of our tour in U.S.A. included a visit to Harrah's Motor Museum in Reno, the Briggs Cunningham Museum in L.A. and of course, a visit with Bill Lauer, Editor of the Packard International Motor Club in Santa Ana. Bill made us most welcome and although we had never met before we were soon chatting away like old long lost friends - about guess what?? Packards of course! Bill had several beautiful cars in his showroom and workshop including a 1940 Formal (his favourite), a 1935 - 1201 Sedan with 23,000 miles on the clock. A 1940 2-door 160 Coupe and 1936 V12 7-seater Sedan and two 1956 Sedans in immaculate condition, both for sale with new car warranties!

Bill's latest hobby-horse is his desire and determination to have Packards nominated as the official car in the forthcoming U.S. Bi-Centenary celebrations on which the U.S. is spending some hundreds of millions of dollars. Needless to say we wish Bill every success in his endeavours for such a worthy cause, and I am sure that the Australian Packard enthusiasts will agree that no finer car could be selected for such an important event.

I should also mention my visit to the newly dedicated National Motor Museum at Beaulieu in New Forest, south-west of Southampton. This new museum included the whole of Lord Montagu's collection and is located on his property. I regret to say this fine but small collection is incomplete in that it does not have even one Packard. By contrast, Harrah's has about 100 and one of every year model since inception to demise. The Packard International Car Club in the States has over 2000 members and it is one of the strongest and most respected clubs in the country.

Finally, at the end of this year of 1973, I take this opportunity to wish all members and their families a Happy Christmas, and a Safe and Prosperous New Year.

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Have you sent your subscription for 1974 yet?

What have you done to your car lately?

Have you sent any information for the new register yet? Include cars owned, and address and telephone number.

Have you sent any restoration hints, and/or parts information yet?

Have you seen your name printed in the magazine yet? If you send anything at all we will print your name with it.

EDITORIAL

This is your '73 Christmas issue and we hope that you find it full of good reading. Finding fresh material is still a problem, be it technical or just gossip.

I would like to see some more material from members.

I have a few ideas for the New Year which members might find interesting. Gwen MacRae is still having a rest from the magazine but she is happy to give encouragement and criticism when asked for.

Please let us have any technical information, spares sources or just plain gossip so that it can be printed. We will print anything at all.

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CHANGE OF ADDRESS

As I expect to be changing my address shortly, could members address letters to the Secretary, Packard Automobile Club of Australia, C/- 309 Quarry Road, Dural, N.S.W., 2064. I have endeavoured to obtain a Post Box at Artarmon Post Office but this is not possible.

R. A. Nyman,

SECRETARY.

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AT THE SECRETARY'S DESK

Christmas is a-coming and on behalf of the Committee, I wish all members and their families a Happy Christmas and a Prosperous New Year.

I am pleased to announce that our President has returned from his overseas travels and has promised to tell us all about it in the next issue as he has to catch up on two months' work. Perhaps you could show us some of your slides one night, Max?

The secretarial rear-end is getting rather numb from sitting down thinking about things to write for you to read. How about something for me to read and re-write or print as is? This issue will be somewhat larger than usual but this standard cannot be maintained without help. My motoring library is getting dog-eared looking for Packard lore. Some of this will be printed in the New Year.

Your Editor-in-Chief and the Technical Adviser are proud to announce that they are grandparents for the first time! A boy to Rod and Diane.

Club Plates, a cause for many questions, is progressing as fast as the Transport Department allows it. A report elsewhere. The Sydney Branch will have to organize more day runs for members using these plates.

Don't forget your subscriptions for 1974!

Could members please send me suggestions where to go. Motoring that is!

Your Secretary,

R. A. Nyman.

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ANNUAL GENERAL MEETING

The Annual General Meeting will be held on 8th February, 1974, at Des Hogan's house, 6 John Street, Concord, starting at 8.00 p.m. Members wishing to nominate themselves or anybody else for any positions on the Committee are asked to write to me or attend the meeting themselves. The annual financial report will also be presented. Please attend this meeting and have a say in how your Club is run.

Members are reminded that Membership Fees are due now.

R. A. Nyman,

SECRETARY

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NEW MEMBERS

On behalf of the Committee I would like to welcome the following new members to the Club -

Dale Collins, 14 Portsmouth Street, Heathmont, Victoria,
1939 1700 series touring sedan.

Kevin W. Sharp, 52 Johnstone Parade, South Coogee, N.S.W., 2034,
1926 3rd series Phaeton.

Derek and John Schepel (joint owners)
David L. Schepel, R.M.B. 2120, Kulnura, N.S.W., 2251,
1952 Sedan.

Geoffrey Pearson, 8 Mawson Avenue, Beecroft, N.S.W,, 2119,
1924 2nd series Phaeton.

Raymond Alan Parsons, 15 Mandowie Cres.,Croydon,Vic.3136
'51 and '52 sedan.

K. C. Gough, 12 Parkway Avenue, Bar Beach, N.S.W., 2300.

John Dodd, Ernest Street, Hunter's Hill, N.S.W., 2110.
1930 7th series coupe (733).

Hope to meet you or hear from you all with comments and suggestions about the magazine and Club.

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CHRISTMAS PARTY

Members are reminded that the 1973 Christmas Party will be held at the President's residence at 30 Kintore Street, Wahroonga, on Saturday, 15th December. Arrangements for catering are not finalised at the time of writing. There has been a change of plans as the pig will not be able to attend.

Members are asked to ring the Secretary, Barb Townsend or Di MacRae after the 7th December when the Committee will finalise the plans. Please try to attend and make this party a success; meet old friends again and make some new ones.

Please ring as soon as possible and let us know if you are coming.

It can be assumed that the party will start between 7.00 and 7.30 p.m., wet or fine.

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FIRST RUN FOR 1974

The venue for our first run of 1974 has not yet been fixed, so could you please ring any 1973 office-bearer, as this will be decided at the Committee Meeting on 7th December. The date is Sunday, 17th February, 1974.

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CLUB PLATES

Sydney members will be pleased to know that the Department of Motor Transport has given the Club approval to use so-called 'Club Plates'. They have also approved our design and outlined the conditions under which the plates may be used.

I have organised Third Party Insurance which will cost $15.15.

Unfortunately, these plates are available to Sydney Metropolitan

area members only.

There will be three pairs of plates per set. The registration number plate, a narrower plate bearing the words 'Vintage Car', and a similar plate bearing the letters 'P.A.C.A.' and a red hexagon. It should be remembered that the plates remain the property of the Club as we are fully responsible for their use and issue.

A strict inspection will be made of each vehicle and members intending to use these plates will be required to undertake, in writing, to abide by a set of conditions the Committee has drawn up.

These might seem stringent but we must preserve other P.A.C.A. members' rights along with those of hundreds of members of other car clubs using these plates. We don't want any black sheep in this Club. Members should realize that the Department of Motor Transport calls this type of registration 'Concessional Registration' or unregistered vehicle permits, and it is a privilege granted by a sympathetic Minister of Transport, and not a right to go touring at any time. Vehicles using this registration are for restricted use only.

Any member abusing these privileges will, at the discretion of the Committee, forfeit their plates.

A Plate Registrar will be appointed to maintain a register of vehicles and use of same.

Members wishing to use these plates are asked to write to the President, Honorary Secretary, or Technical Adviser giving details of requirements. This must be done in writing. Plates cannot be issued otherwise.

The cost of the plates is as follows -

Annual fee to Department of Motor Transport	$1.00
Third Party Insurance	15.15
Cost of Hire of Plates	10.00 (approx.)
P.A.C.A. handling fee	1.00
	$27.15

The fee for the plates is paid once on issue, the others are annual. Third Party Property Cover may be available. You will be notified of this on application. The Third Party Insurance Cover is compulsory.

The inspections will be done by the Technical Adviser, Eric MacRae of Dural. For the first inspection he will have to travel to the owner's residence or where the car is normally garaged, subsequent inspections at a time and place set by the Committee. This will take the form of a run. There will be an initial inspection.

$5.00 Fee payable, plus travelling time, subsequent years $2.00 fee is payable. Vehicles are to be in running order, i.e., start off the button. Members are advised to make sure that obvious details, i.e., lights, horns, wipers, tyres, etc., are functioning before inspection. This initial inspection will be by appointment only.

GRANDPARENTS AT DURAL!

On the 5th November, 1973, at 7.42 p.m., Eric and Gwen MacRae became grandparents for the first time, a son, Roderick John III! No, he hasn't got a Packard yet but give him time.

6 lbs 15 oz, 19¾ in. of Junior MacRae at Ryde and District Soldiers' Memorial Hospital. Parents, Rod and Di, are pleased and happy. Di is well and fit after the event.

She had to go to hospital early but all is well. R.J.M. III, had to stay in hospital after being transferred to the Royal Alexandra Hospital for Children, Camperdown, with some post-natal trauma but is now home and all systems functioning. Progress will be forthcoming.

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NIGHT OUT AT ATTILIO'S RESTAURANT - 2ND NOVEMBER, 1973

When we found that we could not go to the Mandarin Club as planned, Barbara Townsend organised an outing to Attilio's Restaurant in Castlereagh Street.

Fourteen members and some friends of Barb's went there to dinner this evening and proceeded to liven the place up somewhat. Ken and Barb Townsend, Ron Nyman, Kathy Thompson, Robert Bracht, Eric and Gwen MacRae, Sue Speering, Kevin and Barbara Andrews, and Karl Bratz attended.

More than the fellow diners were livened up when a friend of Barb's dropped her purse on the floor and Robert Bracht HAD to help retrieve the contents. The owner wasn't sure if he wasn't checking on her ankles at the same time! All this went on under the table and we're not sure if the girl wasn't going to drop it again for more kicks (that should be tickles, I think).

Everybody danced with everybody else, boys and girls that is, to very good music. The food was pronounced first-class although no new culinary delights were discovered. The party broke up about 11.30 p.m. and the members wended their ways home.

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THE SICK LIST

Popular Sydney member, Wal Heazlewood, is in Ryde and District Soldiers' Memorial Hospital recovering after two heart attacks. Wal is out of intensive care now and it seems that he is on the mend now. Wal is Packard-less at the moment and puts up with a 'Stateman de Vile' as he calls it.

Now off the sick-list, we are pleased to report that Gwen MacRae is her usual perky self again and is to be seen occasionally driving a long black hire-car through rural Dural.

"WHY WE LOST PACKARD - AN OPINION

by George Packard Lott

Much has been written about how and why Packard died. We know, for instance, that Packard would have died by the late thirties if it had not been for the '110' and the '120'. These cars saved the company with an infusion of much-needed cash which was not comingfrom the sale of Packard's Senior models. The primary reason the junior cars sold so well, of course, was the fact that they resembled the senior models. Rolls-Royce had done the same thing in the late twenties and early thirties with their "baby" Rolls-Royces.

But if the 110 and 120 saved the company, they also killed it. Not that the junior cars were entirely to blame, however, Franklin Roosevelt had a part to play when he asked that Packard sell its dies for the senior Packards to the Russians. Had there been no junior Packards, the Company would have had to refuse the sale or start from scratch on a new car.

As Turnquist states in his book, The Packard Story (p. 173) -

> 'Naturally, management had mixed emotions on the sale of the dies. Some felt that the medium-priced field was all that was necessary to survive. Some of the older members of management felt that a prestige car was needed, regardless of the amount sold, to add luster to the medium-priced cars. However, all agreed it was the patriotic thing to do.'

Turnquist then states that, since for several years thereafter cars were bought on the basis of availability, not quality, there was no way to gauge the merits of either side of the argument. That, of course, is the relatively short view. Given the span of time from 1942 to 1956, we can see that the long-term effects of the loss of the senior models combined with Packard's decision to penetrate the medium-priced field cost them their corporate life. By the early fifties, Packards were no longer regarded with awe as masters of the highway. Their owners were no longer the great moguls of the 20's or 30's. No, they were likely to be the local businessman or doctor. They were regarded as good, expensive cars, but not the ultimate in motoring. They had about the prestige of a Buick to the average American.

This is not to deny that Packard still had influential followers; of course, it did, but their ranks were considerably diminished. When people spoke of luxury cars in the fifties, they usually meant Cadillac. The primary reason for this was that most of the Packards being sold then were actually Clippers, not Patricians. Really big money, the old Packard 12 customers, looked more to Rolls-Royce or Mercedes-Benz for their ultimate machines.

Consider, if you will, a different turn of events following WW II. It is sheer speculation and we will never know if things would have gone this way, but see if this hindsight offers any explanations as to Packard's death.

First let me again quote Turnquish (Ibid, p. 175) -

> 'The year 1941 was Packard's forty-second year in the automotive business. In these forty-two years, 908 marques had made their appearance in the United States and now Packard was one of twenty-two that still remained. Since 1899, Packard had weathered two depressions, changing markets, and the fickle public. Packard's financial position was sheer ecstasy to any stockholder. There was plenty of working capital, no outstanding bank loans, no bonded indebtedness, and no preferred stock. Rights, privileges, franchises, inventions (and goodwill) were carried on the books at $1.00.
>
> Packard's plant was one of the most modern in the world. It provided Packard with its own engines, transmissions, rear axles, front suspension systems, steering gears, and bodies. The proving grounds, which were completed in 1928, were fabulous. They cost over a million dollars to build, and extended over 500 acres.'

It is easy to see from the above that Packard was in no financial difficulty going into the war. And they certainly did not lose any money on defense contracts. Packard's financial problems, then, obviously started after the war.

The Clipper, as originally executed by Darrin, was a good looking car in almost everyone's opinion. In 1941 the design was sensational, revolutionary, the ultimate in futuristic styling. By 1950, the design wasnine years old. Sales were dwindling, there was no 'ultimate' Packard in the line, and Packard had carved out what was, for them, an entirely new market segment - the medium-priced quality car. Cadillac, in the meantime, had experienced two style changes and had dropped its medium-priced entry, the LaSalle. It also had the psychological sales advantage of a V-8 engine. So it was evident that Cadillac was well on its way towards taking over Packard's long-held dominance as The American prestige car. (Just as, in 1973, Lincoln seems well on its way towards taking a considerable share of Cadillac's market.)

And now the obvious proposition. Suppose that Packard had kept its senior car. What might have happened? See how this sounds:

After the war, Packard assessed the market and decided that the time was right to re-introduce luxury cars. The Clipper line was broadened to include all body styles, but the styling was kept distinctly separate from the senior models. Nowhere on the car was there any hint that the car was produced by Packard other than the general suggestion of the famous Packard radiator yoke. Even the familiar red hexagon was missing from the wheel covers. The Clipper became an entirely separate line of cars, 'produced and sold by Packard'. They were not, however, considered Packards. They became, in fact, Packard's LaSalle. It was time to re-establish Packard as the prestige leader, and 'look-alike' cars could no longer be tolerated. A companion car was a different matter, however.

The senior models received some minor face-lifting for 1946 but were otherwise unchanged. The 180 sedans all carried the LeBaron design of squared-out windows and a slightly elongated trunk. Again, a full line of models was available from a fast and sporty convertible featuring the Darrin treatment to the seven passenger limousine. All were clearly identified as Packards by the famous Packard script stamped in the center of the rear bumper. The Packard radiator was a little lower and about two inches wider than the pre-war models. It was also flatter, its 'V' configuration almost as flat as the 1936 models, and it was perfectly vertical. Centered at the top of the radiator was the Packard crest in gold metal and cloissonne.

All wheel covers were full and were standard in cloissonne on the 180. Cloissonne wheel covers were not available on the 160, which came in only two body styles, a two door and a four door sedan. The twelve was back as an optional extra on the 180 and featured distinctive trim, but was not available in the 160.

Packard dominated the American luxury market. The conservative, yet bold, styling of the cars made them an instant success to a car-hungry public grown wealthy on the supercharged war-time economy. Corporations bought the limousines for their senior executives, bankers and brokers bought the big 180 sedans. The movie colony bought the sporty 180 convertibles in both eights and twelves, and prosperous businessmen with families bought thousands of the solid 160 sedans.

With Packard re-established as the unquestioned leader in the American automotive industry, Mr and Mrs America flocked to their Packard dealers to buy the car that was built and backed by Packard, the Clipper. Now the Plushbottoms couldn't care less if their chauffeurs bought the junior Packards. They no longer looked like Packards, they did not say Packard, and they did not cost like a Packard. In fact, in 1947, Packard advertising called the Clipper a product of the 'Clipper Division, Packard Motor Car Co.'.

Further style changes by the cars followed in that general vein. The Clipper remained a stylish, upper-medium priced car which had the public's confidence because it was a Packard product. It was readily serviced by any Packard dealer and it had Packard's famous reliability. It just wasn't a Packard.

The Packard continued to be America's prestige car. The famous Packard radiator was altered only slightly in size to allow for minor design changes over the years. In 1950, the famous in-line eight was replaced by a smooth and powerful V-8. The twelve was continued as an option.

In 1954, Packard bought the ailing Studebaker Corporation and sought to give it new life. The sporty Studebaker Hawks and Commanders were given the famous Packard treatment in the engine department, decor was upgraded, and strict new quality control procedures were instituted. The Hawks became the new darling of the lower medium price field. The sports coupe was the rage of the playboy set and became a fixture at country clubs. It gradually grew (a-la Thunderbird) to become a big, powerful 'sporty car' for the well-off. Three years after the Hawks, Packard surprised everyone by introducing the 'Predictor' at the 1957 automobile shows. This was a super-luxury sports car the likes of which had seldom been seen. Sporting a modified but nevertheless recognizable Packard radiator-grille, adorned with stylish but not overgrown fins, and equipped with a completely new V-12 engine of over 500 cid, the car was capable of speeds to 200 mph. The motoring world practically reeled from the surprise and the car, in spite of its $12,000 price tag, sold like mad. Here, for the first time since the Darrin 180's of the forties, was a prestige car with class, high style, and super performance. It was truly the ultimate 'personal sporty car'. The Avanti was launched in 1962 as a true sportscar and, with its supercharged Packard V-8 promptly broke all existing sales records.

And that brings us to the present. Packard, still the leading American luxury cars, are painstakingly prepared for market by Detroit's most skilled craftsmen, many of whom followed in their father's footsteps to Packard. Prices for the least expensive Packard start at $16,580 and go up to $37,890 for the most luxurious limousines. Packard's face - her unaltered radiator shell - continues to be her fortune.

The Clipper continues to dominate the upper-medium priced field, having just beaten Buick's year-end sales figures by a fair margin.

The Studebaker Hawk holds a majority of the 'personal car' (Thunderbird) market with a share of better than 27%, while the old Commander competes well with Pontiac and Mercury. The Lark, which got off to a slow start, now promises to pass its rival, Chevrolet, sometime in the next two years.

The Avanti, to no one's surprise, holds nearly every speed record for production cars and continues to hold a 4% sales margin over Italy's highly regarded Ferrari.

As for corporate activities, Packard's reliable diesel locomotives are used by nearly every major railroad in the world. Their jet engines propel the Boeing 747 and the Lockheed L-1011, and the Packard Electric Division (bought back from General Motors in 1952) produces the finest, most reliable electronic products available for automotive use. Sales of the Packard spark plug alone are second only to A.C. Packard-Worthington air conditioning systems cool the World Trade Center in New York and the John Hancock building in Chicago.

Whimsey? Alas,yes. But when you stop to think about it, Packard lost the lead somewhere, and the post-war period with its total lack of Packard Packards is the only weak link in the chain. Up until the war, Packard had been very nearly as conservative as England's Rolls-Royce. After the war, it gradually became a different company. They went purely for volume for the first time ever. There were no custom bodies and no limousines for the first time ever. And, for the first time ever, you could no longer spot a Packard from two blocks away by its distinctive radiator.

Had Packard kept its image as a luxury car, it is at least possible the company could have followed the course of events outlined above. Packard today might be a super luxury car on the order of the Rolls-Royce. It is doubtful they would ever have stooped to the use of plastics or man-made fabrics for their cars. They would not be the mass-produced garden variety luxury cars on the order of Cadillac. They would have been every inch the equal of the senior Packards of the thirties.

But Packard destroyed its heritage in trying to seek a new image. The rest, including the Studebaker merger, is history. The supreme irony of all this is, that if Packard had not given those dies to Russia ..."

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AT THE WASH-TUB

The recent spate of train strikes in Sydney produced some hilarious scenes at the Artarmon Bachelors' Training College. Robert Bracht stayed overnight at the Secretary's house because he was driving through town (the Secretary that is). R. B's Karman Ghia has gravel in the diff, the Packard was at Dural for service and Robert lives at Merrylands. Problems! Robert

arrives on Wednesday night with sleeping-bag, change of clothes and Karman Ghia. After chatting and a few grogs all retire for the night. Next day set off for work. I get a panic 'phone call - 'The strike is on another twenty-four hours. Can I stay again?' Robert gets bus to Artarmon and finds that he has not got another change.

He has to wash his own! Robert, under the careful eye of the chief instructor gets a bucket of warm water and proceeds to wash a shirt for the first time.

'Can I just wash under the arms?' he asks. 'No, wash the lot.'

Some Blue Omo is added to the bucket and Robert is on his knees in the laundry. Underpants, singlets, socks and shirt go in. These dry quickly on the line and presto, he is comfortable and neat to face the rigors of the office and a three-hour lunch again.

As he got out of the car in town, I pressed on him a Glad-bag containing eight shortbread biscuits for play-lunch (my normal quota) - apparently he managed to feed the whole office.

At breakfast I offered Robert some Roses Lime Marmalade (imported, of course) and toast, but he declined, muttering something about compote, pate and dinner at Government House.

Anyone wishing for similar instruction apply in writing to the Secretary. How about it girls? Learn of the delights of drip-dry shirts, slacks, shorts - all manner of things!

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PACKARD PATTER

Robert Bracht's '47 Eight Clipper De Luxe is sporting a set of new Bosch blinkers at the rear. Now there is no excuse for lesser mortals not knowing when he is turning right, etc., as he progresses in his usual unruffled manner.

Eric Lang's '37 '120' is making good progress in Eric MacRae's capable hands at Dural. Its boot and beaver-tail have been straightened, motor, brakes overhauled and a general tidying up of the body prior to painting.

New member, John Dodd, has a magnificent 1930 733 series 'Big 8' coupe on full registration. This car is reputed to be the only one of its kind in Australia. We are looking forward to seeing this beautiful machine on runs in 1974.

Our President, Max Hood, has had a new hood fitted to his '28 6 cyl. tourer, very smart it is too.

The Pearson boys have started on their '40 '120'. Motor overhaul, brakes, paint, chrome, the lot. This should be a beautiful car when finished.

Max and Helen Hood's daughter, Cheryl, recently had an exhibition of oils at Roseville Galleries.

This exhibition was very successful, over 70% of the paintings being sold. She is exhibiting again shortly and again in March 1974. As Cheryl is in her early twenties this is most encouraging. We wish her every success.

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TOILING OVER THE STOVE, OR THE GOURMET CORNER

During his stay at the Artarmon College, Robert was shown some culinary delights at breakfast. As I can get up, dress, and breakfast in twenty minutes (no shave, distinct advantage of beard) R. had to put up with my kind of breakfast. Wait for it! Lick your lips! Rice Bubbles with compote. Robert likes his in separate bowls, but I have them together. Saves washing up.

During his stay he imparted a secret recipe - Caramel Delight —

Take one tin of Condensed Milk and boil in a saucepan of water for 3 hours. Then steam-clean ceiling!

The trick seems to be to keep adding water.

(E. & O. excepted!)

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WANTED TO BUY

Urgently need 5th series of 6 cyl motor. Any motor, body, or other parts also required. I have two chassis and most running gear; one engine only (blown up) and some badly rusted, hacksawed and burnt body parts. Also need carburettor, radiator and surround, horn, steering wheel and horn-fittings, instruments, etc. In short, I have two parts cars and want to restore one of them! If anyone has a complete 6th series coupe or roadster for sale, will buy, condition not important.

Please write to Dale Collins, 14 Portsmouth Street, Heathmont, Victoria, 3155, or 'phone 870 3478.

Dale is a new member, please help if you can. SECRETARY.

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Have you any ideas for Club outings?

Keep up that steady (?) flow of material for the magazine.
Hasn't anybody any news?

FOR SALE

1935 Seven passenger 8 cyl. sedan. Sth Australian registration. New trim, goes well - $3,500. 'Phone 651 1493 evenings.

1925-26 6 cyl. sedan. The body and diff except wheels and headlights, are in a paddock, grille, radiator, motor and gearbox have been in a shed fifteen years. Motor stripped, valves resurfaced. Has one shot chassis lubrication.

For sale or swop early Ford sedan (1930-35). Write to -

Malcolm Christie,
23 Dalgetty Street,
NARRANDERA. N.S.W. 2700.

The writer is the President of the Bidgee Rod and Custom Club and sent me this information. SECRETARY.

By written tender only - 1935 Packard 8 cyl. sedan, interstate registration, 7 seater, 6 wheel equipment. Trim good, some new cloth. Goes well. Write to -

K. Bratz,
C/- 8/5 Cottonwood Crescent,
WEST RYDE. N.S.W. 2114,

by 25th December, 1973. Highest tender not necessarily accepted..

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The following article is reprinted from The Cormorant, Spring 1971. Please excuse references to non-existent photographs.

"STATION WAGONS BY PACKARD

by Burton R. Weaver, Editor

Imagine yourself on a luxurious country estate twenty-five or thirty years ago. Or mentally place yourself for a moment in front of an elegant country club, suburban railroad station, or prominent school. What type vehicle would you expect to come up the tree-shaded driveway? Yes, certainly a gleaming wood-bodied station wagon would appear at least once during your visit. The Packard Motor Car Company produced a small quantity of these rarely-discussed cars over a period of about three decades, and we feel it is time to explore and recognize them more fully.

Today, there are no wood-bodied station wagons made in this country. We do note, however, that many companies place 'the look of wood' on the exterior of some models today with the use of fiberglass, plastic, and decals. Curiously enough, today's models which carry this trim are almost always top-of-the-line wagons, many of which have elaborate and elegant names. One need only mention 'Country Squire' to any suburbanite and the image of Ford's top wagon readily comes to mind. Ford has been very successful capitolizing not only on the image inferred by the name of this model, but on the very basis and historical evolution of the station wagon body itself.

Let us look at the early use of real wood on the first wagons and the probable reasons for it. The depot hack was a common sight at many railroad stations in the early part of this century, and was undoubtedly the father of the station wagon. In the 1920's the first wagons appeared from the custom body shops. To a chassis bought from an automobile manufacturer, the body builders fitted hand-made wood bodies. The tradition of wood sides, wood tailgate, the fabric top covering (common to closed bodies until the mid-1930's), and the factory production front steel section was established at this time. Why did they use wood for the sides? We believe wood represented a sporty, outdoors look to the coachmakers and the public alike. The era between the two world wars was the time when summer cabins and vacation homes were becoming popular for those with extra money. Wood's association with leisure, the well-to-do, and an outdoors flavor became synonomous with the station wagon. The sporty flavor of wood even touched a few top-of-the-line non-wagon autos in the post-war period. Most easily recalled are the striking Chrysler Town and Country convertibles and sedans, and the Ford and Mercury Sportsman convertibles.

This country's first mass-produced station wagon was that in the 1929 Ford Model A series. Made on Ford's own assembly lines, the vehicle benefited from the large forests that Henry Ford owned at Iron Mountain, Michigan. He built a factory at Iron Mountain, which continued to cut, finish, and ship wood to Dearborn through the early '50's, the last time that Ford and Mercury used real wood for their wagons.

As is usual in writing of this kind, our research into Packard wagons took us far beyond our initial expectations! We have found that more than 40 are existing today, but are restricting our listing to those 36 examples about which we can list definite owners and addresses. Unlike the Ford Company, Packard did no factory assembling of wagons until the post-war period. Pre-war production seems to be divided into two eras:

the late 1920's through 1936, when those few wagons built were done by individual body builders, and 1937 through 1941, when Packard contracted with either the Cantrell Company or the Hercules Company.

The two known pre-1937 Packard wagons illustrate true custom coachwork. It appears that one could purchase a Packard chassis, usually the least expensive available at the time, and contract with an independent shop for the wood body construction. John Cleverdon's 1930 example was built on Packard's 733 chassis extended to a 156-inch wheelbase. Paul Lamb's '34 was custom-built by the Bridgeport Body Works and mounted on the 1101 chassis. With the exception of the general choice of a less expensive chassis for a wagon each time, the practice was similar to that done by buyers desiring custom-built convertibles, town cars, limousines, etc. of the period.

We believe Packard's affiliation with Cantrell began around 1937, when they jointly offered a wagon on the 120 chassis as well as that on the new 115-C chassis. Packard's first six-cylinder car in almost a decade, this new 110 model was the Company's second major offering in the medium-priced field (after the tremendously successful 120 introduced in 1935), and was mounted on a 115-inch wheelbase. The 110 wagon for '37 listed at the factory for about $1300, almost $200 less than the companion 120 wagon. The very same practice prevailed with the 1938 models, except that the redesigned Six of '38 came on a 122-inch wheelbase and the former 120, renamed simply 'the Packard Eight', had a 127-inch wheelbase now.

We believe that all production wagons Packard built for 1939 also used Cantrell bodies. Probably no more than 500 were made for this year, and again they were constructed on either the Six or small eight (120) chassis. An interesting body difference existed between these two for this year: The Six wagon carried the spare tire internally, having it recessed into the back of the front seat, while a spare mounted on the right front fender distinguished the 120 model. Like the companion passenger cars, the Six used the 245 cubic inch engine and the eight in the 120 displaced 282 inches. The added wheelbase of the 120 gave the owners something they probably appreciated - increased cargo area. Both models had the availability of 1939's new overdrive option, and the special wagon brochure stressed the maneuverability of each series, a result of 1939's compactness of design. Cantrell used mahogany for the exterior framing, white maple for the exterior paneling, and ash for the drip rail framing, The interior used maple paneling and pine for both the flooring and the exposed top slats.

With the 1940 models Packard turned to the Hercules Body Company, of Evansville, Indiana for wood bodies. Again a choice of either the six or the eight was given the buyer, and again the vehicles were evidently considered so 'special order' or 'custom' that they were not listed or shown in the regular customer brochures.

Two existing 1940 examples are somewhat special, since they utilize the Packard 160 chassis. Neither car was so made by Packard/Cantrell, but each represents a recalling of the earlier days, when station wagon building was done on specific order from the custom body shops. Since the owner could supply (or have supplied) any available chassis of his choice, and these two '40 160's carry the characteristic 160 trim, they remain interesting if not entirely stock examples of the custom body art carried into more modern wagon building. Of course, the real noteworthy feature of these cars is their big 356 cubic inch straight eight, Packard's new senior

engine for 1940. Ken Price's example utilizes a 1939 Cantrell body mounted on a 1940 1803 chassis. Bill Harrah added a brand new body to a 1940 Super 8 chassis to get his 160 wagon.

For the '41 model year Packard broadened their former wagon line by offering the buyer a choice of standard or DeLuxe trim in addition to a choice of engines. DeLuxe trim included real leather on the seating surfaces, a foam rubber pad for driver's seat cushion, carpet floor covering for the front and center compartments, and chrome seat frames throughout. Some new 1941 features were wider seats, a tool compartment under the center seat, a metal skirt on the bottom edge of the front seat, and provision for easier removal of the center and rear seats. Again Hercules bodies were used, exactly 600 of which were made for 1941.

As far as we know, no 1942 wagons were made by Packard before the war. We do not know whether Packard cancelled original intentions because of the war, or never had wagon plans for '42 at all. Some of Packard's primary competitors did make them, however. The remains of some Buick and Pontiac wagons can be seen in junkyards today. The new mid-1941 Clipper style was a four-door sedan alone, whose lines were adapted to an additional fastback two-door for 1942. At the close of the war an extended wheelbase limousine style was added, but convertible or wagon bodies were never made with the Clipper design. Consequently, Packard was not able to offer a wagon to the public for several important years.

With the announcement of the 'new' (which they really weren't, being a major face-lift of the previous Clipper design) 22nd series 1948 line, Packard introduced a very interesting station wagon with the closed model set of announcements. It will be remembered that the 22nd series cars were unveiled in two shifts: the convertibles came in late Summer of 1947, and then the closed models followed later in the Fall.

The new '48 wagons were unusual and interesting in four respects. (1) The Company preferred to call them 'Station Sedans', obviously trying to upgrade the vehicle's role as a comfortable and smart carrier of passengers. (2) They were the first wagons in Packard history to be made on Company production lines. (3) The Station Sedan became extended over the complete three-year run of the 48-49-50 Packards, BUT it was not changed at all (even in minor details) as were the other models. All were built on the 120-inch chassis No. 2201, and carried the G-prefix engine serial numbers of the smallest 130 horsepower eight. All were built with the open front bumper and the flush-mounted rear lights of the 22nd series cars. The only way an owner can tell the actual model year of his car is to look at the factory body plate, unless this has been altered - see The Cormorant for Summer, 1968. 1948's have a 2293 number; early 1949's have a 2293-9; late 1949's have 2393; and 1950's have 2393-5.

The fourth point of interest about the Station Sedan involves some little-known background of its styling evolution. Authenticated by interviews with former members of Packard's design staff, data now reveals that the '48 Station Sedan was the center of a dispute between Edward Macauley, then Vice-President of Styling, and other members of his staff. Son of the long-time leader, guiding light, and President of Packard Alvin Macauley, Edward decreed that the new wagon should come from a re-worked four-door sedan body. His fellow staff workers doubted the success of this, reasoning that cargo space, an important factor in this multi-purpose vehicle, would suffer. Macauley won out, the wagons carry the same lines of the 22nd and 23rd series sedans with their straight-through fenders and

recessed roof, and their owners today will rather reluctantly agree with the members of Macauley's opposition: the interior cargo space is not overly plentiful, and the tailgate arrangement resulted in one of the smallest openings ever to grace the rear of a wagon! Not small, however, was the cost! Factory base price of the Station Sedan in '48 was $3,536.00, just $303.00 less than that of the Custom Eight Sedan!

But the public liked them and bought them, and we feel their design is very successful for the period of which they were a part. The straight side design, popular in the late '40's on such cars as Mercury, Lincoln, Ford, Kaiser, Frazer, Hudson, as well as Packard, comes off well on the Station Sedan. The car was widely advertised as the country's first all-steel wagon: it wasn't. As far back as 1935 Chevrolet made an all-steel wagon on their panel delivery truck chassis, which clearly defeated Packard's claim. What did characterize the Packard wagon was its mixture of wood and metal usage. Only the tailgate depended upon wood as the basic structural material.

We were entering into a new 'tacked-on era' - a second period or style of wagon wood usage, in which wood was simply added onto a rather conventional steel body. Similar usage was found on the Buick wagons of 1948 through 1953 and on Chrysler's Town and Country products of 1949 and '50. Manufacturers were realizing that clever substitutes could be made for the traditional all-wood body, thereby lowering the manufacturer's initial cost as well as the owner's maintenance. But this 'period two' of wood usage proved only transitional. 'Period three' quickly evolved as one in which companies produced the 'look of wood' without using any real wood at all. Popular examples of this were found in the Willys wagons of the post-war period and in the Ford Country Squire. The clever use of fiber-glass trim and tastefully-applied decals met well with the public's eye, and Ford's top wagon quickly became a status symbol.

'Period four' in wagon design was to eliminate both wood and the appearance of wood altogether! Almost all companies of the 1950's used this idea in some of their models, as did Packard with their 1957-58 line. But it is interesting to note how, one by one, nearly every American wagon maker has returned to 'period three' - applying false wood sides to the senior wagon in their line. Most recently, General Motors has made a new bid in the play for the luxury market trade with their large, new 1971 offerings. Each has 'the look of wood' in body design, each is on a longer wheelbase than their competition, and each carries a price that definitely labels it as a luxury product! GM management must feel there is a potential market for such products.

With the appearance of the new (and these were really new) 1951 cars, Packard decided to abandon station wagons from the line. Sales of the 48-49-50 station sedans are difficult to substantiate today, but it is doubtful that more than a total of 6,000 were ever made. Packard probably reasoned that this hardly warranted the expense of separate wagon design and manufacture, so the 1951 through 1956 lines had none. It was during this period, however, that the station wagon was undergoing a real growth in popularity. Sales in 1940 totalled just over 25,000 for all makes combined - less than one percent of the nation's market. By 1955 the figure jumped to 759,442, and the wagon body style was bought by more than nine percent of the country's buyers.

However, one interesting product did develop in mid-1954 with the co-operation of the Henney Company, the noted body builders with whom

Packard had made a respected name in the field of ambulances and funeral cars. (See The Cormorant for Summer and Fall, 1970 for a detailed two-part story on the work of Packard and Henney.) Utilizing the basic 156-inch wheelbase ambulance body, Henney brought out a proposed 12-passenger wagon, but it is difficult to know how many were actually built. The vehicle's two models were called the Super Station Wagon or the Flying Sportsman, the latter version of which had built-in bunks which slept four persons. The wagon had the first rear-facing back seat in modern times, and was the first real five-door wagon, pre-dating Rambler by many years. Well-thought-out trim and a roof-top luggage rack of proper proportions cleverly disguised its height of 6'9"! Although it was definitely 'senior' in terms of size, and probably price, it carried the second-place Cavalier trim instead of that of the '54 Patricians. But, to glance at another make on today's automotive scene, how many have noticed that in modern years Cadillac's 75 series cars do not carry the side trim of the companion Fleetwood cars, but instead use the deVille trim?!

After 1954's brief excursion into this giant wagon, '55 and '56 remained silent as wagon years as the last big Packards made their final bows. We all know what the new 1957 Packards were: Studebaker-based cars with the addition of some former Packard Clipper components. Although some Packard lovers will not even admit to the existence of these cars, we are including them here in our study because they represent the end of wagons bearing the Packard name. Amid the confusion of transferring the parts and records to South Bend after Curtiss-Wright forced the closing of the Detroit properties in 1956, Studebaker-Packard was trying to ready a new line for '57. In a last-minute decision not to abandon the Packard name altogether, it was decided to bring out just two models to serve as true top-of-the-line S/P cars: a four-door sedan and a wagon.

The 1957 Packard Clipper Country Sedan represented a few firsts for vehicles bearing the famous hexagonal hubcaps. It was Packard's first supercharged production car, utilizing the same unit found in the few 1954 Panther Daytona roadsters. It was the first wagon to offer Twin Traction. It used the shortest wheelbase ever put under a Packard wagon body - 116½ inches. It put into production an idea brought into being by the 1954 Henney Super - the backward-facing rear seat. And finally, with other S/P products, it offerssuch industry exclusives for 1957 as variable ratio steering and two-stage springs. Followers of Packard design cannot entirely avoid admiring the '57 Clippers, since they carried several familiar Packard trademarks. In addition to the hubcaps, a definite 'Packard look' was evident in the broad band of chrome that framed the upper grill area. 1956's Clipper taillights grafted onto the end of the low Studebaker body produced an end result (no pun intended!) that was much in keeping with what was to become the 'fin era' of the late '50's. In 1958 the same basic wagon was continued with two mechanical changes: the supercharge was dropped and variable-rate coil springs were added to the front suspension. The name was simplified (now called Packard Station Wagon, just how it all started three decades previously) and the front end lost the characteristic Packard look. Here are the very low production figures for these last years:

	U.S.	Canada	Export	TOTAL
1957 Packard Clipper Country Sedan	817	3	49	869
1958 Packard Station Wagon	159	0	0	159

('Canada' means built in Hamilton for Canada or export. 'Export' means built in South Bend for export.)

Packard station wagons were never a major part of the Company's production, and never really became a household word in the automotive world. They remain, however, very interesting and handsome examples of Packard quality tailored to one specific segment of the consumer market.

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This space reserved for reports from interstate directors.

How about it ?,chaps.

OoOoO

Don't forget the Annual General Meeting.

Do YOU want to stand for the Committee ?

If so, turn up and speak.

Membership dues are required on this night.

Have YOU seen your name in the magazine this month ?

MORE THAN 8 CYLINDERS. (Continued) PART 2.

Approaching our study chronologically, we shall pass through the year 1931 with a note on automobile sales. Amid hundreds of bank closings and resulting losses, highly curtailed work forces, and dividend reductions or omissions, one could hardly expect anything but downward trends in consumer purchases. Such proved to be the case, and by the end of the first six months of 1931, all automobile sales except those of Auburn, Willys, and Cadillac were down. Sales of the Packard Motor Car Company dropped about 53%, but Packard's previous very healthy position helped them show only a slight dollar loss for the year. Something else had also dropped drastically: common stock of the Company went from $132 a share in 1929 down to $7 in 1931.

By July of '31 the impact of both the Marmon 16 and the Cadillac 16 was becoming obvious even to a layman. Both the New York Times and the Wall Street Journals of the period carried advertisements which offered cosmopolitan elite the chance "to ride in a Cadillac V-16 at the rate of only $4 per hour". At the same time big-city papers all over the country carried ads which announced the new Stutz DV 32, which boasted dual valves and a double overhead camshaft. This ad ran copy which read "The engine is a straight eight with the effectiveness of sixteen cylinders without the added complication". Need anyone explain what two products impelled them to advertise in this manner!

The 1932 model year presented the most dramatic proof that "the race was on". In the face of the bleakest year yet of the Depression, Packard, Pierce-Arrow, Lincoln, Franklin, and Auburn added 12's to their lines. Again we should recall that preparation of these was probably going on at least by 1930, and perhaps even a year or two earlier, when there was plenty of money for research, expansion, and expected consummation of the future end product. In the last years of the free-spending 1920's little serious thought was given to any future serious financial crisis.

Holding the record for longevity of commercial car usage was Lincoln's 12. There were actually several different Lincoln 12's, as the senior division of the Ford Motor Company saw reason to change their 12 several times. The first, offered in 1932, was named the KB to differentiate it from its V-8 running mate, the Lincoln K. The KB displaced 448 cubes and came equipped with downdraft carburetion (which many cars of the time did not yet offer) and vacuum-boosted power brakes. In 1933 Lincoln added a new 12 powerplant, the KA, which had 382 cubic inches. Criticized by some of to-day's collectors as being inferior to the old KB, this smaller engine evidently gave the Company some second thoughts also, for in 1934 they upped the KA from 125 to 150 horsepower by enlarging the displacement to 414 inches and adding aluminium heads. It became the only engine offered, and with the addition of minor changes such as hydraulic valve lifters in 1937, it lasted through the end of the senior Lincolns in 1940. The new 1936 Lincoln Zephyr line had a small 267 cubic inch 12, but both its size and medium price range does not place it in our study. This engine, with some modifications, lasted through the 1948 Lincolns. With the 1949 cars Lincoln again returned to a flathead V-8, the first since 1933.

Contrasted with Lincoln's long use of a 12 was the short usage by Franklin of their new 12. It boasted 150 horsepower from 398 cubes, and like its sister six-cylinder engines, was air-cooled. Not only

did air play a part in the mechanical aspect of Franklin, but the word "air" played an important part in the company's advertising. In a period when the aviation industry was capturing the country's fancy, Franklin played upon its terminology, and produced ads which told of Airman models, Airfoil fenders, and airplane-type windshields. The Franklin 12 came equipped with many innovations of the period: synchro-mesh transmission, ride-control shock absorbers, free-wheeling, and Startix. This device started the engine when the key was inserted and turned. If the engine stalled, the unit automatically started it again It was also offered by Packard as an option. The Franklin 12 had two camshafts, and rode upon a 144 inch wheelbase. Despite attempts to play up the luxurious aspects of the car, the company continued to have severe financial problems, and finally made their last cars in 1934.

Also somewhat lesser known to-day is Auburn's 12 of 1932-34. This engine achieved very little sales success, but it did have some sales potential: it claimed 160 horsepower from only 392 cubic inches, it wascompact, and was by far the lowest priced "more-than-eight" engine of the entire era. Its prices ran as low as $1345, which made it the least expensive 12 until the Lincoln Zephyr appeared for the 1936 model year. By 1935 Auburn had withdrawn their 12 and again relied on their six and eight-cylinder engines alone. Interestingly enough, the short-lived Auburn 12 was listed as being available powerplant in the 1939 catalogue of American LaFrance fire engines!

Retaining a sizeable aura of prestige to-day are the 12's of the Pierce-Arrow Company. This Buffalo, New York firm had some striking parallels to the Packard Company. Both were dedicated to the highest quality luxury product, and by 1930 each had reputations built on large straight eight engines with a bore and stroke of 3½ by 5 inches, equalling 385 cubic inches. Each continued to offer the eight along with their new 12. Each was facing financial problems in the early part of the decade of the thirties, but Packard's saviour was to be the Packard 120, a quality product tailored to the lower medium priced field. Pierce-Arrow, however, declined to participate in anything other than the true luxury market, and, in fact, nearly to the end of the company's existence, took great pride in the fact that they were the only remaining manufacturer devoted exclusively to the manufacture of luxury cars.

Introduced in late 1931 the new Pierce 12's for 1932 were produced in two sizes. A 398 cubic inch model was offered as a companion to a larger 429 size, but the smaller engine was dropped within a year because it offered no more real performance than did the large Pierce straight eight. The larger 12 was continued into 1933 with a bore increased from 3⅜ inches to 3½ inches, resulting in a quiet 462 engine with a new horsepower rating of 175. The three-speed transmission was not equally quiet, however, having a noise in first and second gears. Despite attempts at restyling the cars, improving some chassis components, and increasing the horsepower to 185 in 1936, declining sales eventually caught up with the company in 1938, when the last Pierces were made. An interesting postscript to the big Pierce 12 began at that point however. The Seagrave Company bought all the data and facilities for the Pierce-Arrow 8's and 12's, and began utilizing them in their manufacture of fire engines. To-day the FWD Corporation builds a 530 cubic inch 251 horsepower 12 for Seagrave fire fighting machines, whose lineage can be traced directly back to the Pierce Arrow Company.

Before we look at Packard's more-than-eight product, let us review the competition. Cadillac, Marmon, Lincoln, Franklin, Auburn, and Pierce-Arrow offered multi-cylinder products. This shows that General Motors and Ford were the large corporations in the market, and several ambitious independents felt the trend important enough to add a product to their line. What major corporation did not "play the game"? It was Chrysler, whose empire at that point was in comparative infancy, having been formally born in the mid-twenties. By the early thirties they were producing a family of cars which ranged from the low-priced through the high-priced fields, but the major sales successes were in the low and medium priced areas. As the automotive trade journals of the period were carrying all the news of the 12 and 16 cylinder models of the competition, Walter P. Chrysler was making striking news with sales records of his new Plymouth with its "floating power". So spectacular was the public acceptance of this new method of engine mounting and its accompanying smoothness in the low-priced field that by mid-July of 1931 Chrysler announced plans to add space to the Plymouth manufacturing plant. At this time few companies were doing any expansions - most were reducing work weeks or laying off employees altogether. We shall comment later on the importance of improvements in engine mountings in this decade and the role of these improvements in the demise of the more-than-eight cars.

Now let us turn to Packard. The Ninth Series was formally announced on July 23, 1931, but at that time advertisements included only news of the new Eight and the Eight DeLuxe. Two lines of cars very important to this series were not yet announced: the Light Eight and the Twin Six. The Twin Six came first, and finally, in January of 1932, the Light Eight made its debut. And both these models shared something other than just a later announcement date: the actual name of each was to be used for one year only. "Twin Six" was a name held over from the 12 cylinder Packards of the last half of the teens, when Packard first marketed a car with 12 cylinders. When the new 1932 12 was planned, it was decided to revive the term "Twin Six" in hopes of reviving some of the prestige which accompanied it in earlier days. However, within a year Packard decided to use the term "Twelve" as the model designation from 1933 on. They reasoned that the public might be feeling that the new engine, and not just its name, was something warmed over from the past. It definitely was not. Most every other maker used the term V-12, while Packard preferred the understatement and simple distinction of "12" alone. And with the exception of the 1939 models, the last year for the Packard 12, the numerals 12 were never applied to the exterior of any Packard. 1933 through 1938 12's carried the word written out.

1932 was a good year for new things, and the Packard Twin Six benefited from the timeliness of its introduction then. Downdraft carburetion was a new feature to many cars then, and the Twin Six had the refined Stromberg EE design. The engine itself was cast en bloc, a single casting of one piece of iron for the cylinders and crankcase, as opposed to the complexities of many other large engines of the period which were still cast in sections. The cars were equipped with a single plate clutch, which would become famous for its smoothness of operation. While Packard offered a four-speed transmission on some eights for this year, the new Twin Six (and all succeeding 12's) carried a silent three-speed transmission. Its gear ratios were excellently spaced to provide a perfect flow of uninterrupted

power from standing start through top speed. The new Twin Sixes had the new solenoid-operated starter switch, as contrasted with the former manual foot pedal used on some other series. This, as well as the new electric gas gauge and a refined and more decorative instrument panel, would gradually "filter down" through other lines of Packards.

But probably the most noteworthy feature of the first Twin Six, and all succeeding Twelves for that matter, was the inherent smoothness of the giant 12 powerplant. A ride in any Packard 12 to-day even thirty years later presents one with an almost uncanny feeling of silent controlled power. Several factors of the 12's engine design probably contributed to this: 1) Packard claimed that the 13½ degree angle at which the cylinders were bored in relation to the face of the block encouraged smooth operation. 2) The valves were unmasked - that is, the surface of the engine block closest to the cylinder wall has been cut away. This permits good engine breathing, but present-day restorers will also add that it makes use of a common ring compressor difficult when installing new engine rings.

It is agreed the one most effective and brilliant contributor to the silence of the engine was the valve adjusting device known as tappet take-up or O-lash valves. This is not a real hydraulic valve lifter system and it does not depend upon oil pressure as hydraulic lifters do. It depends upon the simple gravity flow of oil, and therefore insures the Packard 12 owner of a whisper-quiet engine for the life of the car regardless of how old and worn the engine becomes. These adjusters do not wear out, but they do get dirty if the oil is not kept clean. And an economic factor comes into play here: labour cost is high to remove and clean dirty adjusters, and they cost Packard much to make and install.

(To be concluded)

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MORE THAN 8 CYLINDERS (Continued) PART 3.

By the Twin Six introduction date power assisted brake units had become popular on American luxury cars. Pierce-Arrow first introduced them in the 20's when they used a unit developed by the Bragg-Kliesrath Corporation, who were later to become part of Bendix when they took them over in 1930. Those makers who used a power brake unit all bought their brakes from Bendix or Stewart-Warner (except Cadillac, who made their own), but each was left to design their own linkage. And herein lies the cause of the individuality of mechanical braking systems of the 30's. Packard's superior linkage design, though admittedly looking somewhat crude and complicated, gave Packard brakes the great "feel" for which they are noted. This sensitivity of what your foot pressure is going to do need not be explained further to anyone who has driven a Packard. It was an excellent system which challenged that of any competitor. Only the change from the mechanical to a hydraulic system in the 15th series (1937 models) might be held up as a further improvement. Again we must compliment Packard on another detail of their more-than-eight package - the driver of the 12 was provided with stopping power just as effortless and smooth as was the going power.

"Big-car handling with small-car ease" was the expression the ad men created to describe the car's steering qualities. And true it was: Packard, always known for superb steering systems, had given the 12 handling qualities rarely equalled in a car this large. Also well-planned was the 12's cooling system, which the brochures referred to as having "desert-mountain" efficiency. Excellent inner engine cooling design coupled with a huge 40-quart capacity assured the driver few worries in this area.

How would the bodies of the twelve cylinder Packard appeal to aprospective buyer? Packard's were comparable to the best. Traditional Packard classic styling with its inevitable "correctness" of design could not escape the admiration of many. Perhaps only the beautiful custom-built bodies fitted to the 12 chassis might have held even wider appeal. The 12's interiors, always sumptuously beautiful, were even more luxurious in these cars. Considering the complete package of styling, appointments, power, handling, and overall refinement, a buyer who tried out each more-than-eight car could well have ended up with the Packard 12.

There was no need for many changes in the 12 engine as the decade progressed. In fact, only Lincoln and Cadillac made really extensive changes in their more-than-eight offering. In 1935 Packard increased the stroke by ¼ inch so that the horsepower and displacement were increased: 175 instead of 160 horses and 473 vs. 445 cubes. The resulting exhaust sound of these stroked '35-'39 12's is less throaty than that of the earlier years. Also making a first appearance in the 1935 models was a power assisted clutch, which permitted the engineers to use springs of even higher tension than before to provide a more positive connection for so heavy a car. Knee action front suspension was added to the '37 12's to increase the already very pleasant riding qualities. This decreased the necessity of the handsome, large vibration dampening front bumpers, which were last seen on the '36 models. Packard followed the general industry trend to hydraulic brakes with their 1937 cars. The total effective braking are on these 12's was a whopping 330 square inches, quite a bit larger than the 260 inches on the Super 8's! 1937 also marked the

biggest production of the 12, as well as the largest total year of Packard pre-war production. There were two reasons for this: the year was a good one for the country, one marked by a general upswing in the economy. Packard announced reduced prices at the beginning of this year, which proved to be good timing for a period in which more people had more money.

The most popular body style of the 12 buyer was the seven passenger sedan. More than half of the slightly over 5,700 12's produced between 1932 and 1939 had this six-window style body. The five passenger Club Sedan was the next most popular closed body, being not far behind the seven passenger cars. The number of sport models was constant from year to year, while the number of closed models varied from year to year. The reason: with the exception of a convertible coupe, which Packard always made themselves, the sport models were built by other body makers and had to be ordered ahead in lots.

Now we come to the epilogue: What caused the exciting "more-than-eight" era to die? Let us review the seven American products and their death dates. The Marmion 16, the Franklin 12, and the Pierce-Arrow 12 all died natural deaths - they went under with the folding of each of the three companies. The Auburn 12 was discontinued after the 1934 models while the company existed through the 1936 model year. The remaining three - Packard, Lincoln and Cadillac - discontinued these big engines within one year of each other. Packard used up remaining 1938 senior bodies with a production of less than 500 1939 12's. While these few cars held onto the traditional but older body design, the 1939 Super 8's were given the newer, more compact bodies which would be continued with some changes into the future. With the retirement of the 12, 1940 saw the introduction of the new Super 8 engine of 356 cubic inches. Well times to coincide with the resting of the mighty 12, the new engine was exploited as being powerful, efficient, and quiet, and was the first Packard automobile engine to use hydraulic valve lifters. Company salesmen at Detroit at the timeof its introduction tell of a proving ground demonstration in which the new Super 8 outran a '39 12. This is hardly surprising, the new 1940 Super 8's were smaller and lighter cars than any of the stately 12's. Lincoln last made their big 12 in a few 1940 models, and Cadillac made a few 1940 cars with their flathead 16 engines.

Several factors enter into any explanation as to the reason for the death of themore-than-eight cars. One is a large and rather general statement. The market for these cars changed: it "evaporated". By 1937 or '38 the newness and sheer spectacular appeal of the basic idea of a 12 or 16 cylinder engine had simply worn off. The public's excitement of six or seven years ago had eroded. By now the push was on for a lower-priced production automobile with superior appointments. Even hand-built custom bodies, so much in vogue in the early part of the decade, were really not much in demand any more.

Secondly, the element of engine smoothness entered the picture. Certainly one tangible quality that many of the multi-cylindered engines had over regular production engines of the early '30's was greater smoothness and freedom from vibration. But this quality was not long-lived, as progress was made by all companies during the decade. Chrysler's "floating power" was given wide advertising; its press in the commercial messages of that company was met with equal

acceptance by the American public, and Chrysler's cars gained a quick reputation for having smooth powerplants by the mid-thirties. What the 12's and 16's could boast about in 1932 could no longer be truthfully advertised as being an exclusive quality five years later.

Cheaper cars became so much better during the decade. Engines of even the "low-priced three" became famous during this time, each for a different quality. Ford's new V-8 gained a quick name for speed and power. Chevrolet's 6 was known for reliability and stamina. Plymouth's 6's had a reputation for smoothness. The public needed lower-priced cars during this era of economic trouble, and the automakers put effort toward giving the public what it wanted and needed. As a result lower-priced cars improved tremendously. As one of our friends said recently, "Who would have ventured on a cross-country trip with any degree of assurance in a '20 Chevvy? Now, a '35 - that was another story". What the high-priced cars had to themselves in the '20's gradually became usurped by the low-priced cars of the '30's. Many more people were driving, fewer people had big money to spend on luxurious transportation, and cheaper cars made much more acceptable substitutes than they would have fifteen years earlier.

The Packard 12 was a superior product in a very exciting automotive decade. The economic and social history of our country as well as developments in automotive manufacturing all play a part in its story. This story is one in which hardly any lover of the automobile can claim disinterest. We hope we have contributed to your appreciation and enjoyment of the era as well as to your knowledge of one of the Packard Motor Car Company's proudest products.

THE END.

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