

*Imperial*



*Material*

FOUNDED 1977

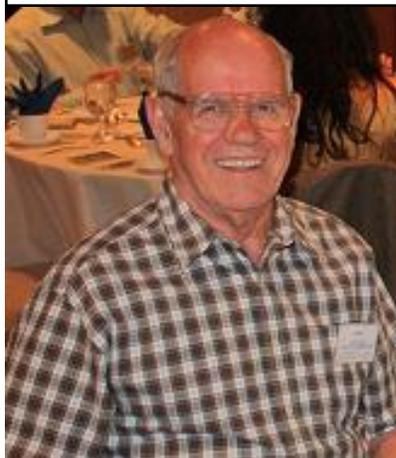
[www.ioanc.com](http://www.ioanc.com)

**Special points of interest:**

- Spotlight: Jack Shea
- San Francisco Tour Event—March 12
- New Series: Classic Luxury Automobiles: The Packard



# Jack Shea ... Member Spotlight



Jack Shea is one of our out-of-state IOANC Members from Indianapolis, IN. He is always lighthearted, and a pleasure to be around. I asked Jack how he became a supporter for both Northern and Southern California Imperial Clubs. He shared that his good friend Bob Roeper, of the Southern California Imperials Owners Club, (SCIOI) loved going to car shows, and auctions as often as he could. It was he who invited Jack to his first Imperial Statewide Meet. Jack completely enjoyed meeting new friends, and attending the planned events while visiting California. He won't be at our 2011 Statewide Meet in Pacific Grove, but sends his best regards to everyone.

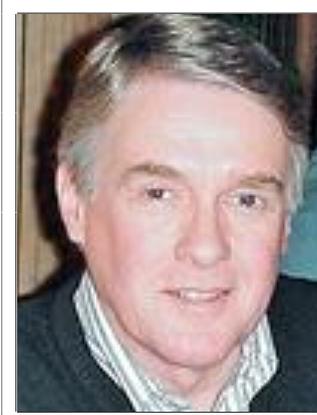
Full Story Pages 3 and 4

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## In Memory of



**Dr. David E. Jolliff**  
**August 16, 1951—April 20, 2011**  
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**Phyllis Sylvia Weis**  
**May 17, 1926 to May 2, 2011**  
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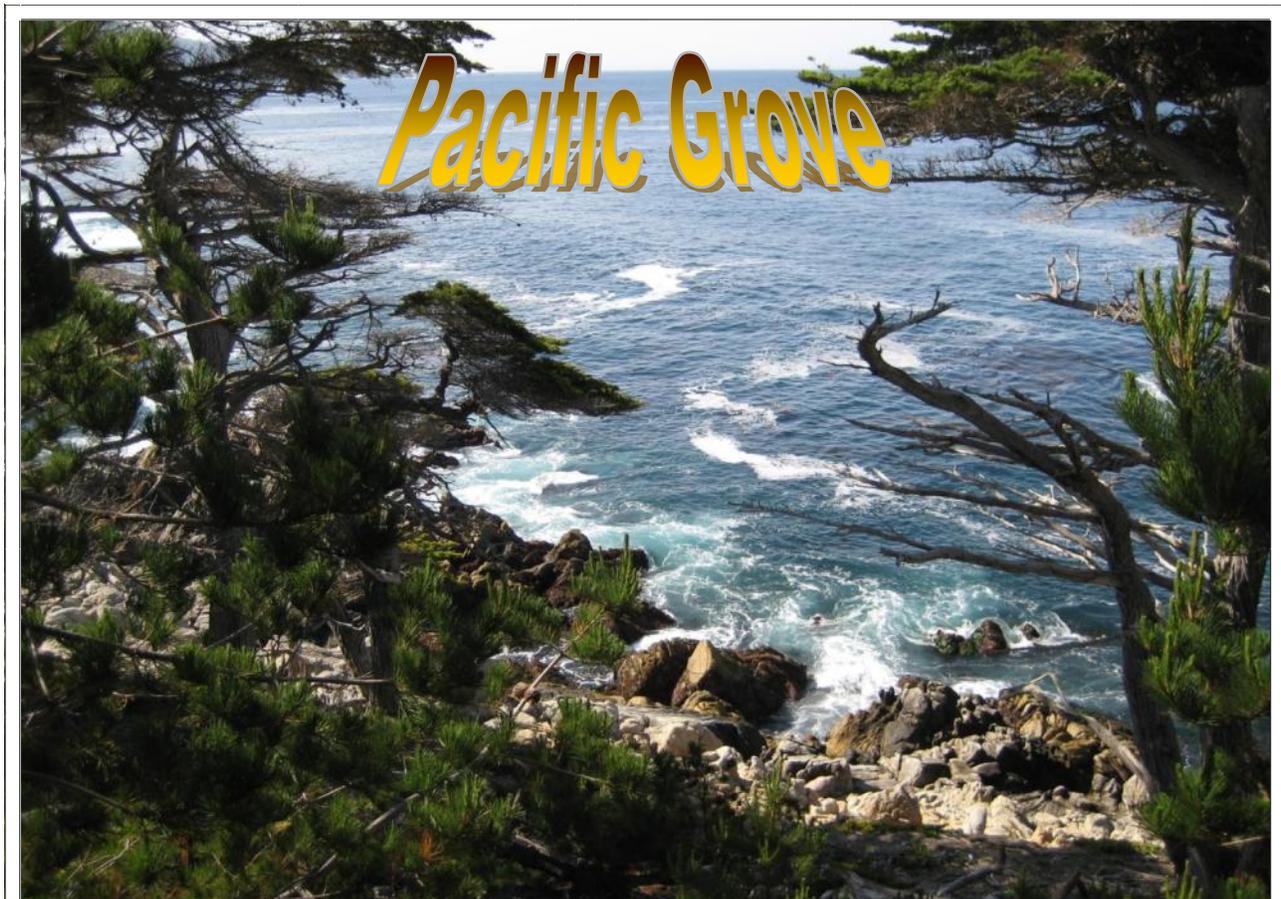
## IOANC Presidents Column

DAVE LABHARD



Dave is hard at work preparing for our Statewide Meet so I gave him a reprieve with his President's column. You will enjoy his message next issue. We are sure he will have plenty to say.

*Imperial Owners 28th Annual Statewide Meet  
May 12-14, 2011*



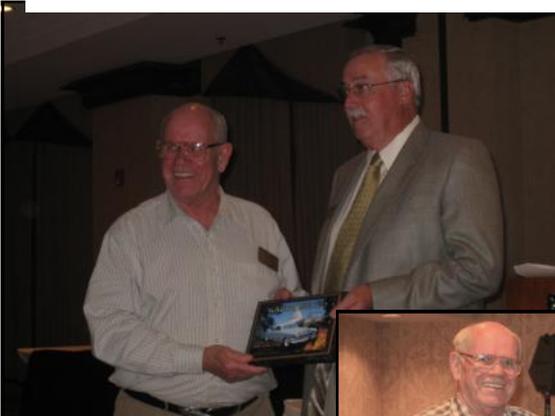
# Jack Shea

was born April 28, 1930. He just celebrated his 81st birthday.. He was the youngest son in a family of nine. He had four brothers and four sisters. Jack was born during the Depression, and his family was extremely poor. However, Jack never shied away from hard work. At age 14, he went to work in an Upholstery shop. He learned the craft very well. Growing up, he had a difficult time learning in school. He was given the opportunity to go to a technical high school where he enjoyed the different shop classes that were offered. He took Mechanical Drawing, because he was told if you were going to build something you needed a design. He took Cabinet making, and Painting and Decorating to name a few. Jack is extremely creative with his hands to this day. He would never hesitate to help his Dad paint the house or do what needed to be fixed. He was drafted into the Army when he was 21 years old, and sent to Anchorage, Alaska. He was only in the Army for a little while, when his family sent for him. His Dad unfortunately got cancer, and the family needed Jack's help to care for his Dad and the family while his Mom worked. His Dad died at the young age of 60 years old. His family talked Jack into claiming family hardship, and he agreed, never returning to Army duty. When Jack turned 58 1/2, he decided to retire from work. He wanted to live to 61, one year longer than his dad. His for brothers unfortunately also died at early ages, too. Jack recently had to take better care for his health, and as a result, he is VERY happy to be 81. His Mom, died at 98, so he also attributes his long life to her side of the family.

Jack's present home was bought for \$8000 so many years ago. He continued to care for his Mom in this home until the end of her long life. She had many celebrations of life while alive and well. On her 95th birthday, the family wrote down her special memories for her family posterity. I thought it interesting enough for the members to read a few of her memories of life back in Indiana in the early 1900's. (see page 4)

Today, Jack looks back, and says he continues to live a full and WONDERFUL life because he is surrounded by loving family and friends. Jack never really had any problems with his health. He never drank or smoked. However, his visit to the Doctor's last year surprised him. He found out he had diabetes. His doctor said to stay away from bacon, ham, white starchy foods (potato, bread, pasta), and eat lots of greens and lean meats. (The darker greens were better). Jack followed his Doctor's advice to the letter, and lost 40 pounds. His energy level skyrocketed. He has remodeled his home from top to bottom. His Doctor says now his sugar reading is below 92. Jack looks great, and he continues to have the energy to continue the many projects he loves.

Jack receiving a honorary participation award from Dave Labhard at our 2009 Statewide Meet



This beautiful piece of artwork, is Jack's handy work. He is pictured to the right with Roger Selby. These photos were taken at the 2010 State meet.



Car Aficionado and Good Friend Bob Roeper invited Jack to his first statewide Meet. Jack enjoys the gatherings a lot.

## Jack's Mom—Maud Margaret Lantry Shea - Memories of her Life

(abridged)

I was born on May 3, 1901, the oldest of 6 children

Now when I look back on things that happened

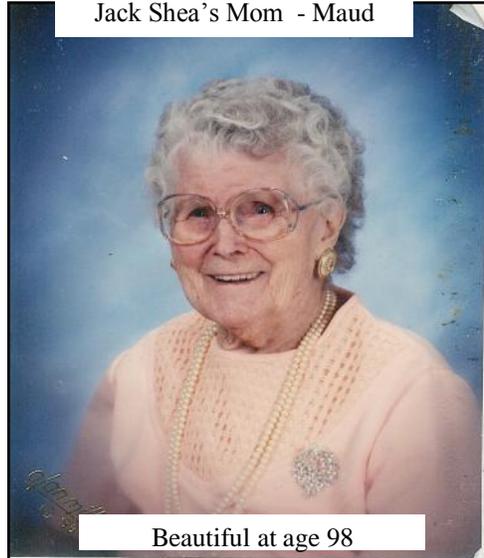
My earliest memory of my childhood is when I was about 3 year old. We lived in Haughville. My father's cousin had a drinking problem. Welfare officials came and took her children away from her. I remember her running down the street hanging onto the horse draw buggy, yelling for her babies.

By the time I was six, two sisters and 1 brother had died.

When I was about 11, my mother and I went down on Illinois Street to hear the first radio. There was a big crowd there.

in my life, I can laugh at those things

Jack Shea's Mom - Maud



Beautiful at age 98

In 1913, when they had the big flood in Indianapolis, I lived on Harding street up on a hill. The water came up on our top steps. Many people were forced of their homes. Mom and Dad let a lot of them in our home, sleeping all over the floor.

In 1914, Mom said I was 14, the legal age to work, and I started my first job in a chain factory. Later I went to work at the phone company for \$3 a week for six 10 hour days.

When I was 16, I was on a streetcar going by the jail on South Alabama Street. They were hanging a man on the gallows on the lawn of the jail as I went by.

that were not very funny at the time.

On October 9, 1918, I married Paul. When we were married, we had \$5.00 between us. I had to quit my job at the phone company as married women were not allowed to work there.

When we got our first washing machine, it cot \$5.00. It was a hand operated model.

In the tougher times, my older boys, Bill , Pat, and my brother Ivan would go over to the railroad tracks to pick up coal that had fallen off the trains. Unbeknown to me, the boys would climb into the coal cars that were switching and throw out coal onto the ground. When the train pulled out, they would pick it up and bring it home. We would have frozen without it.

About 1932, I was working at City Hospital making \$34.50 per month for 6-10 hours days. That summer was so hot that people were dying of heat stroke. At the hospital, they had people packing in ice everywhere in the hospital.

I would bake 7 pies every Saturday. I would send the kids to the Creamery across the railroad to get my big pail filled with milk for 5 cents.

Holcomb and Hoke manufactured Pop Corn machines. They tested them by popping the corn and they gave it to the kids by the bushel.

A new house was built next door to ours. Pat & Bill took sticks and broke every window in the house. Paul had to replace every window. The boys really got a seat warming.

Paul and I had our Saturday night treat. We would walk to the Barringers Tavern on South Meridian at Pleasant Run Parkway and have one beer and pickled pigs feet. 10 cents for a beer—10 cent for each pigs foot.

Paul got cancer in 1948 and lived until 1952. He had a leg amputated and lung Surgery. The cancer moved to the brain before he died.

But there were a lot of good times, a lot of love and happiness and time to raise the following family: 9 children, 29 Grandchildren, 57 Great Grandchildren, 32 Great-great Grandchildren.

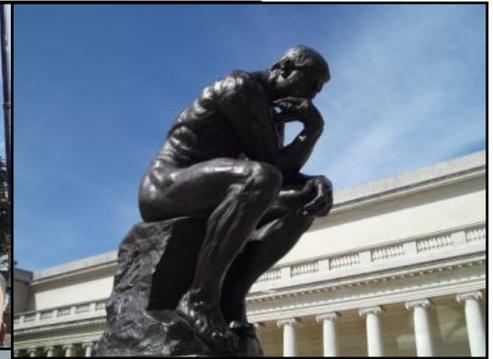
Hosted by:

**Bob and Pat Trepanier**  
*Bob and Pat Trepanier*

# Legion of Honor March 12



On March 12 a beautiful Saturday morning, members and guests gathered in the parking lot at the Legion of Honor in San Francisco. **Bob and Pat Trepanier, David Barnhardt, Rich and Jan Hardy, Tom and Sherrie Egger, and D.J. Quinn** and guest **Linda Meyer-Ehly** drove their regal Imperials. Parking together, we had a mini show and shine. People admired the cars, and reminisced their own memories of growing up with Imperials. Others just enjoyed the beautiful 'classic' look of our cars. Other IOANC members who enjoyed the day were **Peg and Ole Jensen, John and Susan Swensson, and Ken and Debbie Lang.** **Doug Walter** brought two guests, **Eric and Doug,** and we enjoyed hanging with Bob and Pat Trepanier's friends **Harold and Virginia Woodson** who brought their Sunbeam sports car. We joked that it could probably fit in the Imperial trunk...well not quite, but it was fun to tease. Bob Trepanier did a very decent job being our docent for the day. His information was so interesting, I have recapped here. Mainly, he spoke about the **Lincoln Highway,** and the **Grandmother of San Francisco, Alma Spreckles.** Enjoy the photos. There is limited space here, so you can also go to [www.ioanc.com](http://www.ioanc.com) and enjoy the range of our enjoyable day there, too. More pictures at [www.ioanc.com](http://www.ioanc.com)



# The History of Lincoln Highway

In 1912, there were almost no good roads to speak of in the United States. The relatively few miles of improved road were only around towns and cities. A road was "improved" if it was graded; one was lucky to have gravel or brick. Asphalt and concrete were yet to come. Most of the 2.5 million miles of roads were just dirt: bumpy and dusty in dry weather, impassable in wet weather. Worse yet, the roads didn't really lead anywhere. They spread out aimlessly from the center of the settlement. To get from one settlement to another, it was much easier to take the train.



Carl Fisher recognized this situation, and an idea started to take hold. Fisher was a man of ideas. As soon as he thought of a project and got it started, he would grow restless and start on another one. His Indianapolis Motor Speedway was a success, especially after he paved it with brick and started the Indianapolis 500, and he would later turn a swamp into one of the greatest beach resorts: Miami Beach, Florida. However, in 1912, he dreamed of another grand idea: a highway spanning the continent, from coast to coast.

He called his idea the Coast-to-Coast Rock Highway. The graveled road would cost about ten million dollars, low even for 1912. Communities along the route would provide the equipment and in return would receive free materials and a place along America's first transcontinental highway. The highway would be finished in time for the 1915 Panama-Pacific Exposition and would run from the exposition's host, San Francisco, to New York City.

To fund this scheme, he asked for cash donations from auto manufacturers and accessory companies of 1 percent of their revenues. The public could become members of the highway organization for five dollars. Fisher knew that success of the ten-million dollar fund would depend on the support of Henry Ford. Unfortunately, even after many persuasive attempts by friends and close associates, Ford would not support the project. The public would never learn to fund good roads if private industry did it for them, he reasoned. This put the fund in jeopardy; there would not be enough time or money to finish the highway by the exposition in 1915. However, now that the country had become so enthusiastic about the highway, Fisher would not give up. Two men from the automobile industry who pledged money to Fisher's idea would later play major roles in the highway's development: Frank Seiberling, president of Goodyear, and Henry Joy, president of the Packard Motor Car Company.

Henry Joy came up with the idea of naming the highway after Abraham Lincoln. He wrote Fisher urging him to write a letter of protest to Congress, which was considering spending \$1.7 million on a marble memorial to Lincoln. Joy thought a good road across the country would be a better tribute to the president. The name "Lincoln" captured Fisher's fancy; he realized it would give great patriotic appeal to the highway. Fisher asked Joy if he wanted to be involved directly with the highway project. At first, Joy was hesitant, but soon he wholeheartedly supported the project and became the primary spokesman for the highway.

The Lincoln Highway eastern terminus was Times Square, at Broadway and 42nd Street, in New York City. In San Francisco, the Lincoln Highway runs from the Ferry Building along Market Street, turns west onto Geary Street, then right on 34th Ave, which becomes Legion of Honor drive. The western terminus of the Lincoln Highway is at the Palace of the Legion of Honor in Lincoln Park.

# Lincoln Highway & Route 66 Comparison

|   | <b>Lincoln Highway</b>   | <b>Route 66</b>   |
|---|--|---|
| Became Official                                   | 1913   | 1926  |
| Terminal cities                                   | New York<br>San Francisco  | Chicago<br>Santa Monica (next to Los Angeles)                 |
| Original length                                   | 3389 miles   | 2448 miles  |
| Primary Proponent                                 | Henry Joy  | Cyrus Avery   |
| Contemporary comment                              | The traveler may shed tears as he drives down the shady vista of the Lincoln Highway, or dream dreams as he speeds over a sunlit path on the Jefferson Highway, or see noble visions as he speeds across an unfolding ribbon that bears the name of Woodrow Wilson. But how in the world can a man get a kick out of 46 or 55 or 33 or 21? Lexington Ky Harold c. 1927 | “Get Your Kicks on Route 66”<br>- song written by Bobby Troup |
| Used as a backdrop for:                           | A radio show<br>“Lincoln Highway,”<br>“1940-1942   | A TV Show, “Route 66”<br>1960 to 1964                         |
| Routes into which highway was originally split up | U.S. 1, U.S. 30, U.S. 30N,<br>U.S. 30S, U.S./ 530, U.S.<br>40, U.S. 50   | I-55, I-44, I-40, I-15, I-10                                  |
| Lost “official significance in:                   | 1928   | 1985  |

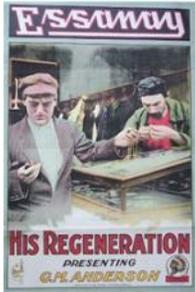
Ironically, while the terminal cities of Route 66 are no longer connected by a single highway, the terminal cities of the Lincoln Highway are by Interstate 80.

Thanks, Bob and Pat for also arranging a private car tour of the Academy of Art University's Collection of beautiful classics that included Packards, Chryslers, Deusenbergs, Lincolns, and much much more. Soo much luxury in two showrooms. It was AMAZING. More photos can be seen on our club website: [www.ioanc.com](http://www.ioanc.com).



# Niles Silent Film Museum Tour

Tour Leaders: Ken and Debbie Lang



It was a lovely Spring day for April's IOANC event to Niles, Ca. where Charlie Chaplin made five movies and put Niles on the map. 25 members gathered and enjoyed a tour of Niles Silent Film Museum, a delicious lunch at Cici's Italian Restaurant, and an enjoyable stroll along Niles main street, perusing antique shops, eating ice cream, and tasting taffy. Attendees were Stuart Ryce, Lora Harmon, Larry and Sally Tomasini, D.J. Quinn, David Kellis, Thom and Kathy Quinn, Bob and Royalee Schertle, Jimmy White, Doug Walter, David and Karen Barnhardt, Ole and Peg Jensen, Dave and Cam Labhard, Rich and Jan Hardy, Arlene Hackney and son Mike, Pauline Yetter, Ken and Debbie Lang. More pictures at [www.ioanc.com](http://www.ioanc.com)



The Group

Rich Hardy in Action

Doug Walter

Arlene Hackney

Lunch was scrumptious. Stuart Ryce, Lora Harmon, Larry and Sally Tomasini (below)

Ken Lang

Jimmy White

DJ Quinn

David Kellis

Royalee and Bob Schertle

Thom and Kathy Quinn

Mike Hackney

Dave and Cam Labhard

Pauline Yetter

Jan and Rich Hardy

Karen and Dave Barnhardt

# Arlene Hackney's 70th Birthday Surprise



We received the invite to attend a Surprise 70th Birthday Bash for **Arlene Hackney**, at **Chevy's in Sacramento**. However, it didn't say "Surprise". **Deb Compson** who sent the invites forgot to put it on the invitation, amidst the 101 things she was already managing. In between Arlene's special day, we had the **Niles, Silent Museum Tour** event, where **Arlene** and son **Mike** were present. Someone mentioned they couldn't show for her party, but **FORTUNATELY** it went right over Arlene's head...and her **SURPRISE** was intact. Thanks to **Deb, Mike**, and **Arlene's IOANC Family and Friends**, we ALL had a **GREAT TIME**. Here are the pictures to prove it



Birthday Girl Arlene Hackney happy as can be for her Surprise Birthday Bash...



Deb Compson and Friend Liz



Pauline Yetter and John Weaver



Mike Hackney



Bob and Royalee Schertle



John Tennyson, Roger and Carol Selby



Dennis Leary Jimmy White



Susan and Gil



Camela and Dave Labhard



Rich and Jan Hardy...Jan trying to escape the camera lense (right)



Debbie & Ken Lang





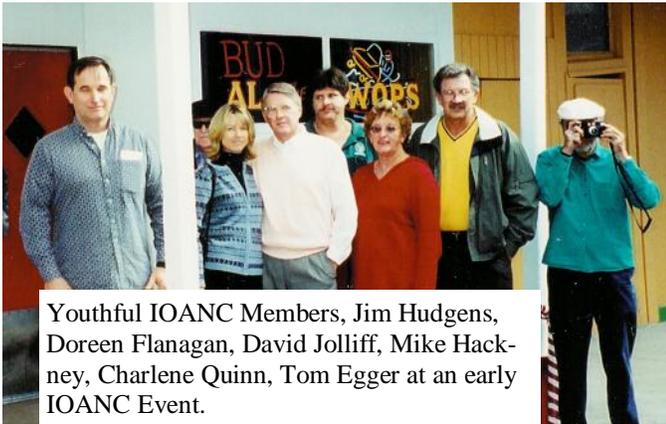
# David Jolliff

# Rest in Peace

DR. DAVID EVERETT JOLLIFF, D.C. AUG 16, 1951 - APR 20, 2011 David was a proud native of Modesto, an outgoing, knowledgeable man, and he was blessed with a unique sense of humor which he shared with everyone he encountered. In his youth, he took part in a variety of activities, such as 4-H, theater, choir, and even yell leading during his senior year in high school. After graduating from Modesto High in 1969, David majored in Music at California State University, Hayward, and received his Bachelor of Arts in Organ Performance in 1974. Due to the positive impact Chiropractic care had on his health, David later became inspired to pursue a career as a Chiropractor. He went on to earn his Doctorate of Chiropractic from Life Chiropractic College West in 1983, at which point he also opened his own practice on 13th Street in Modesto. More recently, he also shared his musical talents every Sunday as the organist at Escalon Presbyterian Church. David enjoyed pursuing many interests, as evidenced by his involvement in many clubs and organizations. He was a member and past president of the **Imperial Owners Association of Northern California (IOANC)**

David loved life. He hung on to it dearly. Arlene Hackney remembers David as being very quick witted. He was staunch in his beliefs and very conservative. One knew where David stood in his life. There was no question. We will all miss David as we reminisce good times.

David is survived by his mother, Evelyn Jolliff; his beloved Doreen Flanagan; children Amy (Jeff) Jarchow, Todd (Corinne) Jolliff, Amanda (Ryan) Rush, Linnea (Fernando) Trujillo, Leanne (Robin) Kellen, and ten young grandchildren. He is also survived by his siblings Steven (Linda) Jolliff, Diane (John) Wilkerson, Garth (Kathy) Jolliff, and seven nieces and nephews. He is preceded in death by his father, Walter Jolliff. Although David will be truly missed by those of us left behind, he always said that if you knew where you were going, your funeral would be a party. (Taken in part from Modesto Bee Obituary)



Youthful IOANC Members, Jim Hudgens, Doreen Flanagan, David Jolliff, Mike Hackney, Charlene Quinn, Tom Egger at an early IOANC Event.



Ad and Lud Indihar, Arlene Hackney, David Jolliff, John Tennyson (Pictures Courtesy of Tom Egger)



David's beautiful '61 Custom Southampton 4 Door Hardtop

Tom Egger's '61 Lincoln, and David Jolliff's Imperial and '61 Cadillac. '61



John Tennyson wrote a comparison article on all three automobiles—[Click Here](#)

# Phyllis Weis

*Rest in Peace*



May 17, 1926 to May 2, 2011

Phyllis Sylvia Weis passed away peacefully in Sacramento, CA after a long illness. She was a loving wife, mother and grandmother. She was a homemaker, and college graduate, D.C. Berkeley/California State University, Sacramento. Her membership in the Sacramento Orchid Society and the **Imperial Owners' Associations** brought her joy and long lasting friendships. She was preceded in death by her husband, Jack, her brother, Mel Bonn and grandson Sam Compson. Phyllis is survived by her son, Richard, daughter, Debra Compson, and two grandsons, Clayton and Nicholas, sister -in-law, Barbara Bonn, nephews Greg and Elliott (Liz) Bonn and her extended Meyer family.

Members of IOANC and SCIOI will dearly miss Phyllis' gentle, and friendly nature. She was definitely a Treasure of the Heart.

# HISTORY OF THE PACKARD

Condensed reference: Packard - Wikipedia

Packard Fourth Series 426 Roadster, 1927



This issue we are featuring our 'Other Luxury American cars' starting with the Packard. **Packard** was an American luxury-type automobile marque built by the Packard Motor Car Company of Detroit, Michigan, and later by the Studebaker-Packard Corporation of South Bend, Indiana. The first Packard automobiles were produced in 1899 and the last in 1958.

## 1899–1905

Packard was founded by James Ward Packard, his brother William Doud Packard and their partner, George Lewis Weiss, in the city of Warren, Ohio. James Ward Packard believed that they could build a better horseless carriage than the Winton cars owned by Weiss (an important Winton stockholder) and, being himself a mechanical engineer, had some ideas for improvement on the designs of current automobiles. The story goes:

Packard was not completely satisfied with the Winton car he had recently purchased. He wrote Alexander Winton with his complaints and suggestions; however Mr. Winton, offended by Packard's criticism, challenged Packard to build a better car. Packard responded by doing so, his marque outlasting Winton's by many decades. Packard runs his first automobile in Warren, Ohio on November 6, 1899.

From the very beginning, Packard automobiles introduced a number of innovations in its designs, including the modern steering wheel and, years later, the first production 12-cylinder engine. All Packards had a single-cylinder engine until 1903.

The Packards concentrated on cars with prices starting at \$2,600. Packard automobiles developed a following among wealthy purchasers both in the United States and abroad.

## 1906-1930

From this beginning, through and beyond the 1930s, Packard-built vehicles were perceived as highly competitive among high-priced luxury American automobiles.

Packard De Luxe Eight 904 sedan limousine, 1932



The company was commonly referred to as being one of the "**Three P's**" of American motordom royalty, along with **Pierce-Arrow of Buffalo, New York** and **Peerless of Cleveland, Ohio**. The marque was also highly competitive abroad, with markets in sixty-one countries. Gross income for the company was \$21,889,000 in 1928. Macauley was also responsible for the iconic Packard slogan, "Ask the Man Who Owns One."

In addition to excellent luxury cars, Packard built trucks as well. In 1912, a Packard truck carrying a three-ton load, drove from New York City to San Francisco between 8 July and 24 August. The same year, Packard had service depots in 104 cities.

Entering into the 1930s, Packard attempted to beat the stockmarket crash and subsequent Great Depression by manufacturing ever more opulent and expensive cars than it had prior to October 1929. The Packard Twin Six was introduced for 1932 and renamed the Packard Twelve for the remainder of its run (through 1939). For one year only, 1932, Packard tried fielding an upper-medium-priced car called the **Light Eight**.

## Packard (con't)

### 1931-1936



As an independent automaker, Packard did not have the luxury of a larger corporate structure absorbing its losses, as Cadillac did with GM and Lincoln with Ford. However, Packard did have a better cash position than other independent luxury marques. **Peerless** fell under receivership in 1929 and ceased production in 1932. By 1938, **Franklin, Marmon, Ruxton, Stearns-Knight, Stutz, Duesenberg,**

**and Pierce-Arrow** had all closed. Packard also had one other advantage that some other luxury automakers did not: a single production line. By maintaining a single line and interchangeability between models, Packard was able to keep its costs down. Packard did not change cars as often as other manufacturers did at the time.

To address the Depression, Packard started producing more affordable cars in the medium-price range. In 1935, it introduced its first sub-\$1,000 car, the **Packard 120**. Car production more than tripled that year and doubled again in 1936. The **120** models were built using thoroughly modern mass production techniques, while the Senior Packards used a great deal more hand labor and traditional craftsmanship. The Junior models were very fine cars; they were just not in the same quality league as the Seniors. Although Packard most certainly could not have survived the Depression without the highly successful Junior models, the Juniors did have the effect of diminishing the Senior models' stellar and exclusive image among those few who could still afford an expensive luxury car. Adding insult to injury, the 120 models were more modern in basic design than the Senior models. For example, the 1935 **Packard 120** featured independent front suspension and hydraulic brakes, both features that would not appear on the Senior Packards until 1937.

### 1937–1942



1941 Packard One-Eighty Formal sedan

Prior to 1937, Packard was still the premier luxury automobile, even though the lion's share of cars being built were the **120** and **Super Eight** model ranges. Hoping to catch still more of the market, Packard decided to issue the **Packard 115C** in 1937, which was powered by Packard's first six-cylinder engine since the Fifth Series cars in 1928. While the move to introduce the Six was at once brilliant—the car arrived just in time for the 1938 recession—it also tagged Packards as something less exclusive than they had been in the public's mind, and in the long run, the Six hurt Packard's reputation of building

some of America's finest luxury cars. The Six, designated "110" in 1940–41, continued for three years after the war, with many serving as taxicabs.

### 1946–1956

#### 1949 Packard Convertible Coupé



By the end of World War II, Packard was in excellent financial condition but suffered from several management mistakes that became visible as time went on. Like most other U. S. car makers, the firm started production in 1946 with modestly restyled 1942 models.

### 1950 Packard Eight 4 Door Sedan



There were several engines and chassis available, but basically only two body styles to choose from. The 4-door Touring Sedan looked very similar to the introduction model of 1941 and the 2-door Club Coupe was ageing quickly because of its fastback styling. Industry trend went in another direction: the light and airy looking 2-door Hardtop.

Although the postwar Packards sold well, the ability to distinguish expensive models from lower-priced models disappeared as all Packards became virtually alike. Worse, they also tried to enter the taxi cab and fleet car market. The idea was to gain volume for the years ahead, but that target was missed: Packard simply was not big enough to offer a real challenge to the Big Three. Instead, Packard's image as a luxury brand was further diluted. .

In 1948, Packard presented its first postwar body — prior to its competition from the major firms (**Cadillac, Lincoln, and Chrysler**). The design chosen was of the "bathtub" style, predicted during the war as the destined future of automobiles. Six cylinder cars were dropped for the home market, and a convertible was added. When a new body style was added, Packard made the mistake to introduce a Station Wagon instead of a 2-door Hardtop as buyers requested.

Packard left the luxury car market silently through the back door. Although Packard did well during the early post-war period, supply soon caught up with demand and, by the early 1950s, the independent American manufacturers were left in a dying state as the Big Three (Ford, GM and Chrysler) battled intensely for sales in the economy, medium-price, and luxury market. Those independents that remained alive in the early Fifties, merged. Nash and Hudson became American Motors. Packard president James Nance, feeling that Packard could no longer survive alone, purchased **Studebaker**. However, Nance appeared to have no awareness of Studebaker's serious financial woes. Studebaker's management was notorious for building the wrong car at the wrong time, while the cars people wanted were always in short supply, strangling the company financially as a result.

In 1954, Packard stylist Richard Teague was called upon by Nance to redesign the old body once again, for 1955. To Teague's credit, the 1955 Packard was indeed a sensation when it appeared. Not only was the body completely updated and modernized, but the suspension was totally new, consisting of torsion bars front and rear, along with an electric load-leveler control that kept the car level regardless of load or road conditions. Crowning this stunning new design was Packard's first modern overhead-valve V8, displacing 352 cubic inches, replacing the old, heavy, cast-iron side valve straight-eight that had been used for decades. In addition, Packard offered the entire host of power comfort and convenience features, such as power steering and brakes, air conditioning (even in the Caribbean convertible, a Packard exclusive at the time), electric windows and more. Reliability problems with the automatic transmission and all those electrical gadgets further eroded the public's opinion of Packard. Sales fell for 1955, and Packard looked more terminal than ever.



1958 Packard

Predictably, some Packard devotees were disappointed by the marque's loss of exclusivity and what they perceived as a reduction in quality. They joined competitors and media critics in christening the new models as **Packardbakers**.

Studebaker-Packard pulled the Packard nameplate from the marketplace in 1959. It kept its name until 1962 when "Packard" was dropped off the corporate's name, thus definitely finishing the story of the marque.

## 2011 IOANC TOUR CALENDAR

### JAN HARDY, IOANC TOUR DIRECTOR/COORDINATOR



|   |   |
|---|---|
| MAY 14-16   | IOANC Sponsored Statewide Meet—Pacific Grove, Ca. Details to follow. Access our Club website for up to minute details.  |
| JUNE 5<br>   | First Sunday in June at Ohlone College. Details Coming (Non-sponsored IOANC event)  |
| JUNE 25<br> | Capitol City Mopars - Day in the Park Saturday June 25th at Hagan Park in Rancho Cordova. Flyer and Application coming (Non-sponsored IOANC event)  |
| AUGUST 6  | We will have a tour of the Hupalo and Repesky Pipe Organ Factory. After the pipe organ factory tour, Royalee will be giving a demonstration at the Zion Lutheran Church in Oakland. Lunch will follow, and if sufficient interest we will drive the back roads in the Oakland hills. The details will be in the JulyAug Newsletter. |
| SEPT 24, 25, & 26   | Fall Tour—Cruise from Vancouver, B.C. to San Francisco  |
| NOVEMBER  | November is the Annual Business Meeting. Usually the first week-end of the month but we're still working on an activity to coincide with it   |
| DECEMBER<br>Details coming  | December will be our luncheon tentatively scheduled for the Grass Valley area. The tour may include an overnight stay. Details coming   |

**RESERVE THESE DATES NOW**

# 2011

## New Membership Application/Renewal Form

**New Membership Application**

**Renewal**

Members of the IOANC are entitled to six issues of the club newsletter *Imperial Material* annually, invitations to club events, tours, and shows, an annual membership roster, participation in the Annual Business Meeting, advertising privileges in the newsletter, and one vote at the Annual Business Meeting and Elections.

**Please list all individuals:**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-mail \_\_\_\_\_

**Imperials you own:**

(If no changes from last year, check the box below)

Year \_\_\_\_\_ Model \_\_\_\_\_ Body Style \_\_\_\_\_ Color \_\_\_\_\_

Year \_\_\_\_\_ Model \_\_\_\_\_ Body Style \_\_\_\_\_ Color \_\_\_\_\_

Year \_\_\_\_\_ Model \_\_\_\_\_ Body Style \_\_\_\_\_ Color \_\_\_\_\_

**Use same information shown in last years' roster**

Membership is \$30 for the calendar year, January 1 to December 31, 2011. Full year memberships are due by February 1 for inclusion in the annual roster. For new members only who join the IOANC after June 30<sup>th</sup>, dues are one-half the annual rate. Checks payable to the IOANC, along with this completed form, are to be sent to:

**IOANC, P.O. Box 14626, Santa Rosa, CA 95404**

**REMINDERS**

- Cars &/or parts for sale are printed in the club newsletter at no cost to members. If you have an ad you want listed, please email Dave Labhard at dlabhard@surewest.net or the club mailbox.
- Please contact Jan Hardy if you would like to host a tour for 2011!
- If you know of anyone who would like to join IOANC or Renew, the Membership form is on our website.
- Thanks to Ken Lang for assisting me with the Newsletter and Mailings. Thanks to Rich & Jan Hardy for Picture Assist.

**Editors Note: The State wide meet is almost here. My apologies for the lateness of the Newsletter... Again. I know how many of you wait with bated breath. LOL...just kidding. Thanks so much for your understanding. We will have more information on the August 6 upcoming event. We did not have time make a flyer, but if you can make this event, it will be well worth your time and travel. If you have any suggestions, please let me know.**

**IMPERIAL OWNERS ASSOCIATION OF NORTHERN CALIFORNIA**

**2011 Executive Board Club Officers**

|                      |               |                |              |
|----------------------|---------------|----------------|--------------|
| President            | Dave Labhard  | Sacramento     | 916-825-7999 |
| Secretary            | Bob Trepanier | Santa Rosa     | 707-527-5940 |
| Membership VP        | Tom Egger     | Modesto        | 209-545-1481 |
| Newsletter Editor VP | Debbie Lang   | Hayward        | 510-886-5934 |
| Treasurer            | Jimmy White   | Citrus Heights | 916-726-2409 |

**Appointed Ex-Officio Club Officers**

|                  |            |         |              |
|------------------|------------|---------|--------------|
| Events Director  | Jan hardy  | Dixon   | 707-678-5904 |
| Photographer     | Rich Hardy | Dixon   | 707-678-5904 |
| IOANC Web Master | Ken Lang   | Hayward | 510-886-5934 |

|                             |                |                    |                    |
|-----------------------------|----------------|--------------------|--------------------|
| <b><u>Club Address:</u></b> | P.O. Box 14626 | Santa Rosa, CA     | 95402              |
| <b><u>Dues:</u></b>         | \$30 per annum | Checks payable to: | IOANC              |
|                             |                | Mailed to:         | Club Address above |

**Website:**                      [www.ioanc.com](http://www.ioanc.com)                      Type into address bar to access