

FEBRUARY 2000

PREDICTOR

PACKARDS INTERNATIONAL MOTOR CAR CLUB
SAN DIEGO REGION

You will turn this page and see the same article as last month, you'll probably wonder why. Well let me explain... the January Predictor was picked up from the printer and was mailed out before I saw the final copy ... OOPS. The quality of the pictures, which was the main feature in the story was horrible. So I went back to the printer and they reprinted them free of charge. Now the quality is still not 100% but it has improved greatly. So anyway, I hope you enjoy the story the second time as much as you did the first time.

My latest problem is my computer is having difficulties and is back in the shop. I'm definitely not off to a good start for the Predictor in 2001. So I'm piecing this together on another computer.

The **Kick-off Luncheon** is quickly approaching, I hope to see many of you **this Sunday** at the La Jolla Beach & Tennis Club. The La Jolla Historical Society will be providing a slide presentation and speaker. If you have additional questions, contact Rath at 760-789-7481.

Other upcoming events:

February 24th & 25th, 2001 - Big 3 Auto Parts Exchange - QualComm Stadium. Contact Mark Rothermich at 619-463-2722 for more information.

Wednesday, March 7th - Monthly Packard meeting - 6:00 p.m., Coco's Restaurant, 13464 Poway Road, Poway.

Saturday, March 17th - Deer Park Winery & Car Museum. Picnic lunch in the gazebo, two museums to visit. Tour Master: Phil Pizzuto - contact Phil at 760-724-6655 for more information.

April Tour - Tour of the La Provence Bakery in San Marcos. This is a full service bakery that provides many products to Costco, Trader Joe's, Henrys and other fine stores.

Sunday, May 27th - 36th Annual Fallbrook Vintage Car Show & Swap Meet. This event is at the Fallbrook High School on Stagecoach Lane. Register early, limited to 300 vehicles.

Vehicle for Sale:

1955 Patrician Luxury, Model 5582. One owner, excellent condition, 67,000 miles, all original condition. All electric. Dark gray and white, plastic seat covers over original upholstery. Wide white wall tires, air conditioned. Bonus: additional '55 Packard for parts, all this for \$13,000. Contact Clyde Jackson at 760-727-4150. Picture will be available in next months Predictor.

DID YOU GET A BIG RED DOT ON YOUR ADDRESS LABEL?

Well, if you did, this is a reminder that you need to pay your membership dues very quickly. We don't want anyone to be left out of forthcoming events and activities and of course the Predictor.

Send dues to: **Karl Ramsing**
1024 Alta Vista Drive
Vista, CA 92084-5520

SUNDAY, FEB 4



FUTURE SHOW DATES

MARCH 4TH

APRIL 8TH

MAY 6TH

JUNE 3RD

JULY 8TH

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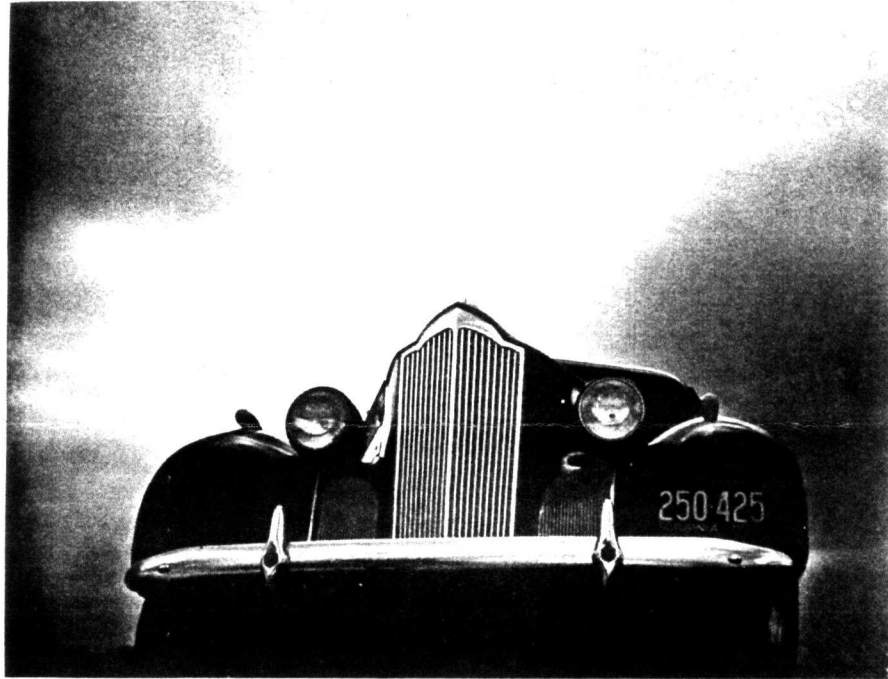
From Downtown San Diego: Take Hwy. 163 north (becomes I-15); exit Carroll Canyon Road west; turn right at Black Mountain Road.
From Poway and Escondido: Take I-15 south (then follow directions above)
From Orange County: Take I-5 south to 805 south; exit La Jolla Village Drive/ Miramar Rd. east; turn left at Black Mountain Road.

PACKARD RUNS A PHOTO CONTEST

EDITOR'S NOTE: Why should the Packard Motor Car Company run a photographic contest, many a person has asked. Probably the best of all reasons was to find out in a small way if such a contest had enough sales value to warrant doing another on a bigger and better national scale.

While Packard is satisfied with the success of its contest, Packard sales executives are more satisfied with the things they learned to do and not to do should they venture into another. When you realize Packard's photo pioneering in the automotive industry; Packard's Board Chairman Alvan Macauley's enthusiastic interest in photography (he was a U. S. Camera Annual judge in 1936); the similar interests of William Packer, Vice-president in charge of distribution, and Hugh Hitchcock, Advertising Manager, you realize that Packard may well be inclined to favor photography to see if photography has any favor to return.

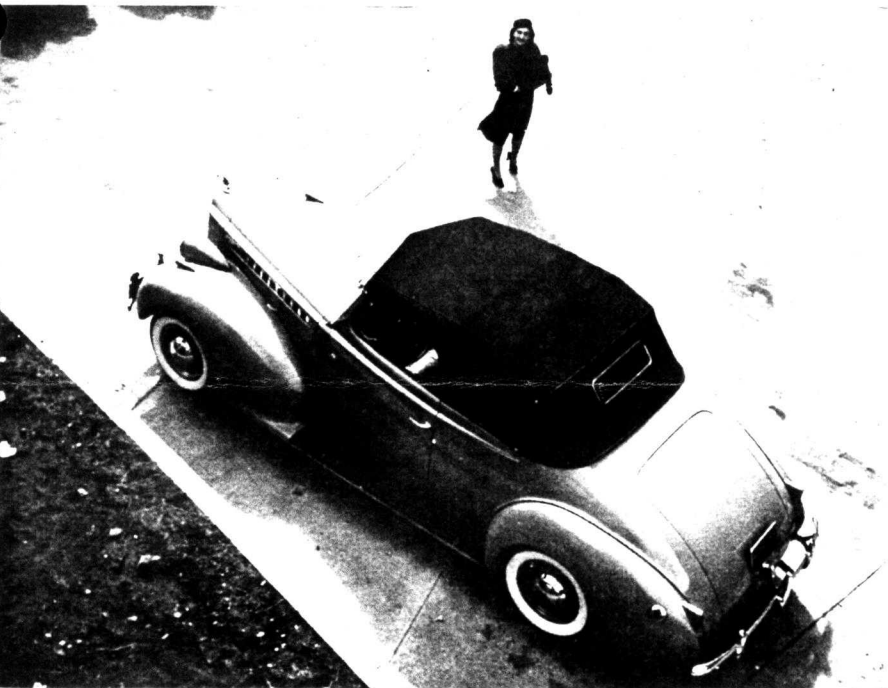
Was the Packard photo contest a success, is a more interesting question than that of the first line, first paragraph. You can draw your own conclusions, as you look at these pictures, read these lines.



FIRST PRIZE

R. A. BAGLEY

R. A. Bagley, a prominent Salem, Virginia, physician who has a unique interest in photographing light rays took this prize-winning shot late in the afternoon during the early part of February. He received, as first prize, a Packard 120 Convertible Coupe. Camera—National Graflex; Aperture—F/11; Exposure—1/50 second; Film—Aytla Superior Supreme.



SECOND PRIZE

CARROLL VAN ARK

When the Van Arks learned that their picture had won a Packard 130 Touring Sedan DeLuxe, Mrs. Van Ark danced around the prize, while Carroll Van Ark called up all their friends to tell them the good news. Mr. Van Ark is a publicity consultant. Camera—Rolleiflex; Aperture—F/10; Exposure—1/50 second; Film—Eastman Panatomic X.

ALWAYS PROUD of the beauty of its cars, Packard decided to further stress its famous hood and lines in a photo contest. Nothing niggardly in the way of prizes (main reason for most photo contest failures) would do. The awards were staggering to most photographers, grateful for fifty-dollar grand prizes, and five-dollar awards. The first five prizes were Packard automobiles—sixth prize, \$500; seventh, \$300; eighth, \$200; ninth, \$100; ten prizes of \$75 each. Other small prizes were awarded—a total of five Packards, \$3,600 in cash, and 150 silver and bronze awards of merit!

To announce the contest, advertisements in the leading photographic publications, a full page in *Life*, and the usual dealer displays, publicity releases, etc., were set in motion.

The time and season were unfortunate, the contest opening in January, closing in March. This is the poorest photo season of the year, a handicap that undoubtedly affected the quality of the entries, as well as giving southern and western photographers an advantage. No professionals were allowed to compete.

A widely varied group of judges was selected. McClelland Barclay, nationally famous illustrator; William Mortensen, founder of the Mortensen school of photography; Toni Frissell, foremost woman style photographer; Valentino Sarra, prominent commercial photographer; Hugh W. Hitchcock, Advertising Manager for the Packard Motor Car Company; Dr. Max Thorek, F.R.P.S., Founder, Photographic Society of America; and Dr. Maximilian Toch, F.R.P.S., well-known amateur photographer.

Some of their selections are shown on these pages. As in the case of all contests, criticism of the selections is easy. Bear in mind, however, that these pictures are displayed in *U. S. Camera*, not as examples of the finest in photography, but simply as the selections of a broad cross section of pictorialists, artist, photo illustrator, ranking female photographer. Most readers might find in the discarded thousands, prints they would substitute for these.



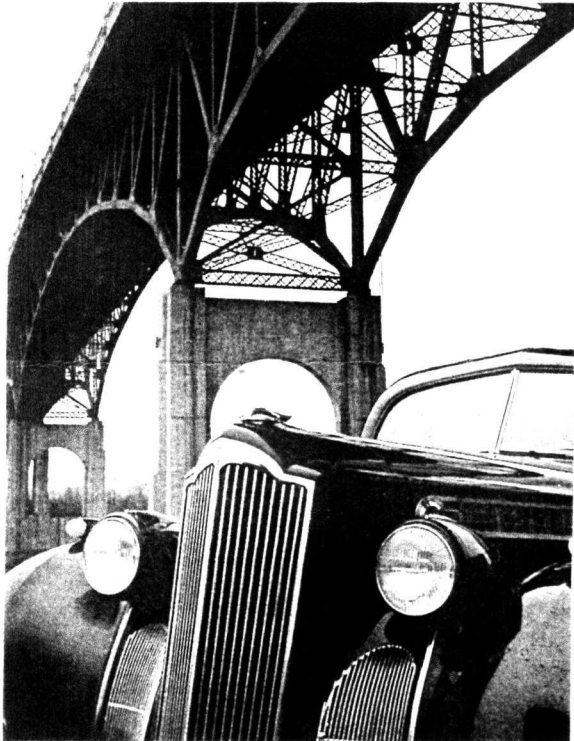
CASH AWARD

CLARENCE P. MILLER



CASH AWARD

HAROLD C. DESBECKER



FIFTH PRIZE

ALOIS WELZENBACH



CASH AWARD

PETER GOWLAND

But none would agree. So as prize winners, these are as good as any group might be.

When you read the names of the prize winning individuals, you begin to fathom Packard's success. For in the cross section of prize winners you find:

1. The first prize winner R. A. Bagley, is a prominent physician of Salem, Virginia. He took up photography as a hobby three years ago and since then has won several prizes. His photograph, as you can see, is an angle shot on the familiar front of a Packard car with the light rays of the evening sun as a background. The picture was taken on a late afternoon early in February.

James Malley, president of the Salem Camera Club and a companion of Dr. Bagley, expressed the belief that the physician knows more about taking pictures of light rays than any man in America.

"His winning picture," Malley emphasized, "was not just a luck shot. It represents hours and hours of toil. Why, he has laid out in graveyards for hours at a time taking pictures of light rays behind a tombstone. No sir, that was not just a luck picture."

Dr. Bagley is forty-five years old. He is married and is the father of an eleven-year-old daughter.

2. Carroll Van Ark is a free lance publicity consultant working in New York. He took up photography about Cont. on page 67

Upper Left: Camera—Fath Derby; Aperture—F/6.3; Exposure—1 minute; Film—Agfa Coronet Press.

Upper Right: Camera—Rolleiflex II; Lens—Zeiss Jena; F/8.0; Exposure—1/125; 2 second; Car—F/22; 1/2 second; Film—Eastman; Processing—Kodak; Negative—bleach in to bath and copy negative made on No. 2 Eastman; View Camera; Lens—Bor; Data—1/2 inch; F/8.0; Final picture made by printing through light negative of copy film. No retouching or ret. work on either negative or prints.

Lower Left: Camera—Rolleiflex; Aperture—F/22; Exposure—1 second; Film—Eastman; Processing—Kodak.

Lower Right: Camera—Rolleiflex; Aperture—F/11; Exposure—1/50 second; Film—Agfa Superpan Press.

It seems Packard has a right to be proud of the cross-section of professional amateurs, amateur photographers. Furthermore, Packard proved its point the hard way.

All pictures had to be of Packard cars, an almost automatic criterion on the number of pictures submitted by each entrant to the contest. The time, as mentioned before, was incompatible to had picture results. Only amateurs could win awards. A professional group would have a slight interest in the contest.

Though the exact number of prints submitted is a Packard secret, it ran into a fair fraction of one hundred thousand. Costs of the contest are also unknown, but it is safe to say that they were an even larger fraction of the hypothetical "one hundred grand."

Packard is satisfied with the results. Our guess is that the company will be even more satisfied if the contest is repeated. If it is, Packard has undoubtedly already recognized the suggestions U. S. Camera is offering

at random in the hope that serious and publicity may be made:

1. Have a review of Packard pictures also a division of any picture a photographer wishes to submit.
2. Have professional entries and professional prizes as a separate part of each group.
3. Extend the time from show time to the end of May.
4. Organize the winners on a touring basis to be shown throughout the country.
5. Utilize all the pictures to create a publicity campaign to follow the pictures as well as build up to it.

For if Packard can be induced on one point more than any other in regard to the 1940 contest, it is on its own ground of publicity. The planning either failed to take publicity into consideration, or missed the boat. With the business incentives that produced a contest that did everything it could to make it a real photographic contest, it is only fitting that Packard, too, gets all that's coming to her.

In 1939, Packard also mentioned it being the first motor car company to start a studio and well equipped photographic department.

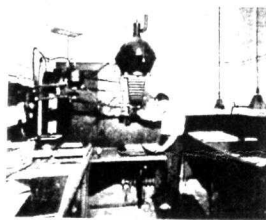
Within two days are some 75,000 negatives to which more than two and one-half million prints have been made since the founding of the department. In fact, among the negatives are hundreds of old glass plates. Fortunately, as a result of the close dovetailing of photography and



Four men can print and develop at the same time in this print room.

advertising, the photographic division is still a functioning part of the advertising department. As such, it plays an important role in the Packard merchandising picture. Nearly every painting, drawing, or picture of a car model featured in Packard advertising, direct mail pieces, catalogs or other literature, has its start in the photographic division. Insistent on truth in selling by the printed or spoken word, Packard insists that each pictorial presentation of the car be a faithful one.

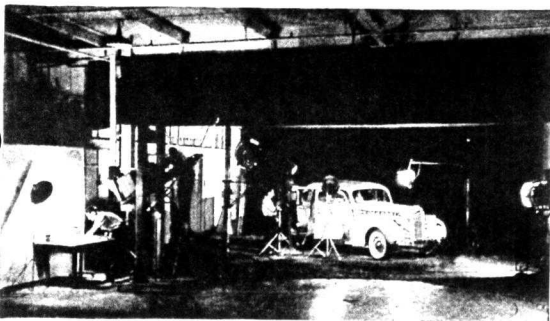
Last year alone, the Packard Photographic Department produced nearly 20,000 negatives, prints, and photostats for advertising and sales promotion. In addition, fifty per cent of its total output last year—or nearly 15,000 negatives, prints, and photostats—was requested by the engineering, manufacturing, legal, and other departments.



Enlargements up to 40 x 60 inches are made in this projection room.

Little wonder, then, that some of the beginning in a simple small room, the Packard photographic department has outgrown its quarters ten times during the 75 years it has been in operation. Today it occupies ten large rooms totaling more than 200,000 sq. ft. of floor space. Matching this in floor space is a complete line of photographic equipment as well as the very latest in cameras and lenses. High speed cameras and light photostat machines, color processing machines, and a host of other

PACKARD'S PHOTOGRAPHIC DEPARTMENT



Packard's fully equipped studio.

Like everyone else, the Packard Motor Company was inclined to marvel at the tremendous growth of photography. Being merchandising minded, or a member of the automotive industry has to be, it is only logical that Packard should try to put this phenomenon to work rather

than just look at it and then forget it.

For Packard's past and present is well bound up in photography. Photo-minded visitors to the factory of the Packard Motor Car Company in Detroit never miss the opportunity of inspecting the photographic department. Its establishment may lack

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