

OREGON REGION • CLASSIC CAR CLUB OF AMERICA

"From the mountains to the prairies, to the oceans white with foam..."



The Hood Release

SUMMER 2016



Ray Dunford with his
1925 Pierce-Arrow 6 Series 80 Sedan

OREGON REGION
CLASSIC CAR CLUB OF AMERICA

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THE CLASSIC CAR CLUB OF AMERICA is a non-profit organization chartered in the State of New York for the development, publication and interchange of technical, historical and other information for and among members and other persons who own or are interested in fine or unusual foreign or domestic motorcars built between and including the years 1915 and 1948 and are distinguished for their representative fine design, high engineering standards and superior workmanship, and to promote social intercourse and fellowship among its members; and to maintain references upon and encourage the maintenance, restoration, and preservation of all such Classic cars.

The purposes for which a Region is chartered by the National Club are: The furthering of the ideas and ideals reflected by the By-Laws of the National Club in a specific regional area and to provide regional activities for the members in that area.

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MOVING? Be sure to advise the membership chairman of your new address.

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OREGON REGION CCCA 2016 Calendar of Events

JANUARY	14-17 CCCA Annual National Meeting in Novi, MI*
FEBRUARY	14 Annual Valentine Brunch and Tour at Multnomah Falls*
MARCH	19 Tech Session with Bob Earls at Freedman's Garage
APRIL	1-3 Portland Swap Meet at the Expo Center and PIR 9 PNW Region Coming Out Party 15-17 Three day, two night tour – Long Beach Peninsula
MAY	7 Portland Transmission Car Show 21 One-day Albany Covered Bridge Tour
JUNE	3-5 CCCA Museum Experience, Hickory Corners, MI* 12 Annual Strawberry Social & Tour* 25-26 LeMay Museum Tour with the Packard Club
JULY	17 Concours d'Elegance – Forest Grove, OR 23-24 Mosier Tunnel Tour with Buick, Cadillac, and Packard Clubs
AUGUST	7 Concours d'Elegance – Fort Vancouver, WA 14 Lake Oswego Car Show 20 Tech Session with Bob Earls at Freedman's Garage
SEPTEMBER	10-17 Oregon Region Fall Tour – Route & Destination TBD*
OCTOBER	14-16 Pumpkin Tour to Central Oregon with the Packard Club 30 Halloween Party at Freedman's Garage*
NOVEMBER	6 Oregon Region Annual Meeting & Dinner at Tualatin Country Club 19 Activities Planning Meeting for 2017*
DECEMBER	11 Holiday Party at the Lake Oswego Heritage House*

Monthly membership meetings are held at 6:30 pm the first Thursday of each month, January-October, at O'Connor's Restaurant in Portland.

* Denotes a CCCA or Oregon Region CCCA sanctioned event

DIRECTOR'S MESSAGE

THANKS TO Larry and Laura Schick, I am sure you will enjoy the summer edition of the Hood Release, featuring long time CCCA member Ray Dunford and his extensive classic car collection.

2016 HAS BEEN a very active classic car season—Covered Bridge Tour, Strawberry Social, Forest Grove Concours, Mosier Tunnel Tour, Robison and Courtyard Village visits, a maintenance tech session and our monthly dinner meetings. Upcoming activities include the Lake Oswego car show, our 8-Day Steens Mountain fall tour, a pumpkin tour and our annual Halloween costume party. Several Oregon Region members will also be going to the Mahogany and Merlot show in Chelan, Wa. It takes considerable effort to plan and organize these events, so please thank those responsible. And, it is your participation that keeps our club strong.

MARY AND I just returned from the Bay Area, where we took our 1929 Packard 640 Phaeton (the Maybeck Packard) back to its roots in Berkeley, Ca. It was quite an experience to see some of renowned architect Bernard Maybeck's work and interview his 87 year old granddaughter. She recalled her mother driving the car from New Jersey to California after WWII, with her twin sister. It is hard to imagine that even today. The fact that the car is still on the road is a tribute to the fine engineering of our classic cars.

I HOPE to see you at our upcoming events.

Bill Jabs
DIRECTOR, OREGON REGION, CLASSIC CAR CLUB OF AMERICA

FROM THE EDITOR

THE SUMMER ISSUE of the Hood Release is finally here, and your editors thank you for your patience in awaiting it! While my travel-filled summer prevented me from releasing this issue earlier, I have greatly enjoyed hearing about the many wonderful events that have been keeping members of the Oregon Region busy with cars and companionship. Since this issue arrives at the tail-end of the summer season, you will find it full of pictures, tour reports, and event recaps of all the summer fun.

This issue also includes a special feature on a charter member of the CCCA Oregon Region and lifelong car enthusiast, Mr. Ray Dunford. When my dad (and now co-editor!) Larry first joined the CCCA Oregon Region, I would often hear him speak of a mythical figure named Ray Dunford, who knew everything and everyone involved with Classic Cars—and I have since learned that was no understatement! I know it was a true pleasure for my dad to interview Ray about his life and love of Classic Cars, just as it has been a pleasure for me to get to know Ray at club meetings and events. We hope you all enjoy getting to know Ray even better through this feature article, just as much as we have.

Laura Schick
MANAGING EDITOR, *THE HOOD RELEASE*

Join the CCCA Oregon Region this fall
for the

STEENS MOUNTAIN TOUR

September 10-18



STEENS MOUNTAIN
PHOTOGRAPH BY SAM BEEBE
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Space is limited



Contact Howard Freedman with questions

COVERED BRIDGE TOUR

REPORT BY BILL PRICE
PHOTOS COURTESY OF JOHN IMLAY

Tour Director Bill Price chatting with Bill Mitchell at the start of the day.



NEITHER RAIN, nor sleet, nor dead of night will prevent CCCA members from an outing—especially not when the outing is the Covered Bridge Tour! The morning tour was jam-packed with activities, made no less enjoyable by the wet weather. On a rainy Saturday morning in May, club members gathered to prepare for the day's outing. Coffee was provided to keep everyone awake for the day's activity.

PARTICIPANTS TRAVELED down I-5 to a European restoration shop to see several Springfield Rolls Royce automobiles, as well as a 1936 Lancing undergoing world class restoration.

NOTE:
The May 21, 2016 Covered Bridge Tour included a visit to a "very high end" restoration shop whose specialty is pre-World War II European Classics. Although pictures of the car under restoration were not permitted and the owners wished to remain anonymous, tour participants will be pleased to learn that they had the opportunity to see the eventual 2016 Pebble Beach Concours d'Elegance Best of Show Winner—a 1936 Lancia Astra Cabriolet by Pinin Farina. ■



A 1939 customized Ford with Packard Clipper grill.



*Clockwise: 1936 Packard 5-passenger coupe owned by Bill Price;
1954 Packard Convertible owned by Bob Newlands and Jan Taylor;
1930 Franklin Deauville, body by Dietrich, owned by Cliff and Julie Stranburg*



THE NEXT STOP was the Sam Parker collection of special interest and classic autos. As a special bonus, there was an antique airplane garaged just across the street.

THE TOUR CONTINUED with a rainy drive through the Gallon House covered bridge near Mt. Angel Abbey.

TO COMPLETE the morning, participants were hosted by Steve and Marci Taylor, owners of Domaine Margelle winery, where they were treated to a wine tasting with cheese and crackers. Steve Taylor then gave a short chat about winemaking and growing to complete the day's events. ■



*Left: Bill Price with winery hosts Steve and Marci Taylor
Below: The beautiful lunch spread at Domaine Margelle winery*



A Wonderful Afternoon on the River

2016 Strawberry Social

PHOTOS COURTESY OF BILL JABS
REPORT BY EVELYN & HOWARD FREEDMAN



*Left:
Guests enjoy delicious
strawberry shortcake
and the wonderful
riverside hospitality
of hosts Bill and
Mary Jabs.*



*Clockwise:
Howard Freedman and John Mitchell serve up
strawberry shortcake;
A bery of beauties soaking up the sun;
Guests relaxing by the river;
Taking a closer look under the hood.*

THERE HAS NEVER been a nicer setting than the home of Mary and Bill Jabs on the Clackamas River; beautiful grounds, beautiful sunshine and tours of the sweet smelling lavender fields and their classic car collection. What a paradise!

MOST OF US met at Clackamette Park in Oregon City for a regular Rodger Eddy tour out to the Jabs home. Another great drive though the green trees, narrow roads and some river views. A typical Rodger drive and very special this time of year.

BILL provided special parking for the Classics, on the perfect manicured lawn, along the river out from under the trees and in full splendor for boaters drifting by as well as the rest of us to enjoy.

PICTURES will show the cars so we will just list our friends who were there, and hopefully we did not miss anyone. Forgive us for not listing spouses and guests! Attendees included: Jack Richard, Robert Douglas, Rodger Eddy, Roy Asbahr, Steve Frisbie, David Charvet, John Imlay, Dennis Gilman, Larry Cox, George Choban, John Mitchell, Bill George, Ray Foster, Michael Galvin and Chris Cataldo, for a total of more than 40 members and guests. A great turn-out for one of our favorite events!

JOHN MITCHELL'S friend Ernie Spada of United Salad - Duck Delivery gifted us the sliced berries and short cakes, and hosts Mary and Bill provided the perfect rich vanilla ice cream to top it off.

MANY THANKS to Mary and Bill Jabs for the perfect setting for beautiful cars, so all could enjoy a wonderful day out in the sun with great company! ■



2016 GORGE RIDE

REPORT BY JOHN IMLAY
PHOTOS BY BILL JABS

MOSIER TUNNEL TOUR



Larry and Pat Cox's 1931 833 Packard 7 Passenger Sedan and other touring automobiles awaiting the start of the tour.

TO SAY that the Historic Columbia River Highway Mosier Tunnels tour was a success would really be an understatement. Robert Hadlow, head Historian for ODOT, and his staff in conjunction with local police departments, State Park Service employees, Friends of the Historic Columbia River Highway, and many, many community volunteers constructed the event. The planning and work put in by all those involved really paid off for a very well organized and rewarding adventure. The tour was limited to antique cars built prior to 1949 with no hot-rods or "resto-mods" allowed. I don't mean to sound snobbish, but these limitations infused a somewhat more dignified air to the event. Many clubs participated—Packards of Oregon, the Oregon CCCA, the Buick Club, the Model-T Club, and the well-represented Model-A Club to name a few. And although the day started out rather cool and cloudy, by noon it had blossomed into a glorious, sunny day with perfect temperatures for a drive like this.

PARTICIPANTS began assembling at the ODOT facility in Troutdale at 6:15 AM to register and retrieve tour packets. By 7:15 there were more than seventy cars in the lot ready for the trek into the Gorge. The first leg of the trip was a short ride under I-84 to downtown Troutdale. Organizers met us there and directed parking until the entire downtown main street was lined with antique cars. A pancake breakfast was provided at the Masonic Lodge just a block away, which was the perfect culinary start to the day. Afterward, everyone milled about admiring the cars, answering questions, discussing technical issues, and visiting the quaint little shops which lined the street.

AFTER about an hour and a half spent in Troutdale, it was time to head off on the next leg of the journey. We traveled along the scenic Columbia River Highway at a nice leisurely pace—probably because the Model-T's were at the head of the pack—until we

arrived at Vista House whereupon we completely surrounded the place! It really was standing room only with so many cars. The clouds had not quite cleared yet, but the views from Vista House, as always, were stunning. I believe it was Howard Freedman while admiring the view who said, "Why would you want to live anywhere else?" We spent about an hour there, again interacting with the "civilians," chatting, and taking pictures before heading off to our next stop.



Julie and Cliff Stranburg's pair of 1930 Franklin 6 Classics.

AS WE CONTINUED along the scenic highway, we were allowed to pass through the Oneonta Tunnel which is usually only open to bicycles and pedestrians. The ODOT volunteers facilitated this for us and it definitely added some fun to the trip. The ODOT crew on more than one occasion blocked the inside lane of I-84 for those few segments that required us to travel on the interstate. Their work enabled us to enter the highway as a group and avoid merging with regular traffic moving at 70 MPH! They really took care of us!

UPON ARRIVING at the Cascade Locks Marine Park, we were again met by volunteers directing the parking operation. Once parked on the grass, the line-up of cars was probably a quarter mile long on the river's edge—a real spectacle!



Chris and Yoshiko Cataldo with Mary Jabs, in Bill's 1929 Packard 640 Touring Sedan.

MOSIER TUNNEL TOUR CONTINUED



Sylvia and George Potter with Larry and Pat Cox, enjoying the Mosier Tunnel Tour.

WE ALL ENJOYED a great lunch and comradery there before getting on the road again. We ambled along, passing through the Mosier Tunnels— again, usually only available to cyclists and pedestrians—to the town of Mosier, where the locals came out to wave us along, through the historic Mayerdale estate, and eventually up to Rowena Crest for another brief stop and a spectacular view of a much different looking gorge this far east. Finally, by late afternoon we reached the apex of our tour at the Columbia River Discovery Center, where those that wished to could take advantage of the excellent museum followed by beer and BBQ.

THERE'S NO DOUBT that this tour was one of the best organized and well attended that most have been on. While counts vary, there were as many as ninety-three cars in the procession, ranging from a 1909 Brush to a 1948 Chrysler Town and Country Woody. That is truly an accomplishment in and of itself! Our heartfelt thanks go out to all the volunteers from every organization that made this event such a success. Can we do it again next year?! ■



Passenger seat view of cars entering the tunnels.

THE 44TH ANNUAL FOREST GROVE *Concours d'Elegance*

Jon and Gayle Gaddis with their 1936 Brewster Town Car



David Charvet's 1930 Model 733 Packard Dual Cowl Phaeton



THIS YEAR'S ANNUAL Forest Grove Concours d'Elegance, titled "Allure of the Autobahn" and celebrating German Automotive Excellence, was held on July 17th under virtually ideal weather conditions. With afternoon temperatures in the mid 70's under a partially overcast but dry day, our members who entered their Classic Cars for judging did extremely well. Jon and Gayle Gaddis' recently totally restored 1936 Brewster Town Cabriolet d'ville won the Arnold N. Franks Memorial Sweepstakes sponsored by Walsh Trucking Co. and also won First Place in the 1936-1948 Classic Closed Car Class. John and Margy Imlay's 1941 Packard 160

Touring Sedan won the Larry Douroux Memorial Award sponsored by the Packards International Car Club and also won Third Place in the 1936-1948 Classic Closed Car Class. George and Sylvia Potter's 1937 Packard 1508 V-12 Limousine also won Second Place in the same class. In the 1916-1935 Classic Open Car Class, Charles Foster's 1931 Lincoln K Dual Cowl Phaeton won Second Place while David Charvet won Third Place with his 1930 Model 733 Packard Dual Cowl Phaeton.

CONGRATULATIONS to all of our winners and thanks to all of our members who participated!



George and Sylvia Potter's 1937 Packard Limousine



Charles Foster's 1931 Lincoln K Dual Cowl Phaeton

THE LIFE AND CARS OF *Ray Dunford*

BY LARRY SCHICK

AS EVIDENT from the photos throughout this article, Ray Dunford, one of the charter members of the Oregon Region of the Classic Car Club of America, has truly had a lifelong love affair with automobiles. He readily admits to “having been obsessed with cars in general since childhood.” Ray is also a charter member of the Portland Chapter of The Horseless Carriage Club of America, and has been an active member of The Historical Automobile Club of Oregon since 1957.

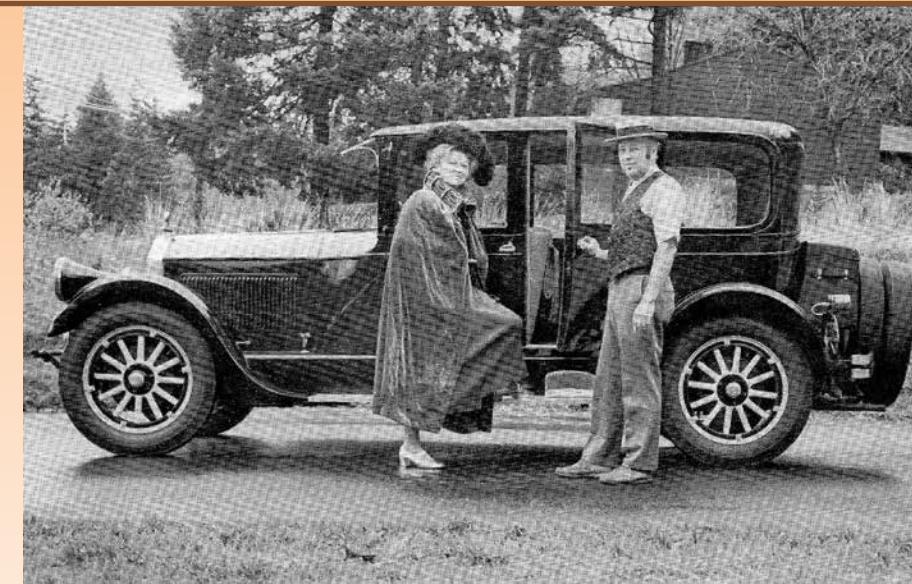
BORN AND RAISED in Portland, Oregon, Ray’s family moved to the Burlingame area of Southwest Portland in 1939 when he was thirteen years old. Following his graduation from Fulton Park Grade School in 1940 and Lincoln High School in June of 1944, his fascination with cars soon led him and his other teenage friends to form a local hot rod club known as “The Multnomah Vandals.” “After my first car, which was a 1930 Dodge, I had several Ford hot rods,” Ray acknowledges, “and I used to drag race with them whenever and wherever I could—at places like the Aurora Airport, and even on city streets like Barbur Boulevard.”

RAY STILL MEETS once a year with surviving club members for a potluck lunch, which no doubt affords the opportunity to renew old acquaintances and reminisce about the automobile experiences of their teenage years.



Ray and his 1930 Model A Hot Rod with a V-8 Engine.

The Dunfords with their 1925 Pierce-Arrow 6, 80 Sedan.



AFTER ENLISTING in the U.S. Army Air Corps in December of 1944 (now the U.S. Air Force), Ray received aerial gunner training on all of the major bombers of World War II, namely the B-17, the B-24 and the B-29. He served the majority of his time in the Foggia region of Southeastern Italy, twice awaiting pending orders for deployment to Trieste as fighting there continued along the North Adriatic Italian Coast, even after V.E. Day.

FOLLOWING his honorable discharge from the U.S. Army Air Corps as a Sergeant and B-29 Bomber Tail Gunner in February of 1947, Ray enrolled at Lewis and Clark College under the provisions of the G.I. Bill, majoring in Economics and Business Administration. After attending school through the summers to graduate early, he received a Bachelor of Arts degree in August of 1950. By then he had already married Joanne Bishop, the love of his life, the previous year and was now ready to begin his professional career. After studying the appraisal of real estate for over four years, he earned a “Senior Residential Appraiser” certificate, which enabled him to establish an appraisal business in which he evaluated residences and businesses for various organizations such as insurance companies and banks for many years. He remained active in his business even after his retirement from his primary professional career as a member of the Portland Fire Bureau for 28 years.

OVER HIS CAREER as a member of the Portland Fire Department (his father, Ray Dunford Sr., rose to the number two rank in command as the First Assistant Chief and was a likely influence), Ray Jr. served at five stations in all five districts of the Portland area, retiring from his last assignment, Engine Station 18 on SW 30th and Dolph. Among his responsibilities was driving pumper trucks and tankers as “Driver Engineer.”

IN 1949, Ray married Joanne Bishop, and they spent nearly 60 wonderful and happy years together

until her passing in 2008. They built a home off of SW 55th and Taylors Ferry Road in 1950, where Ray still lives, and raised three children (a son, Jim, and daughters Carolyn and Susan). He also has five grandchildren and two great-grandchildren. His wife “Jo,” as she was known, was very supportive of Ray’s love of cars and actively participated in the many social events and club activities Ray was always interested in.

BECAUSE he decided to support his hobby by using what money he could earn from buying and selling cars rather than taking money out of the family budget, Ray says that he has had so many cars over the years that he can’t remember which ones and how many in all he actually had. He currently owns eight full classics and two special interest cars which range in condition from the three that have been completely restored to the seven he calls “some-day cars,” awaiting his future attention.

HE HAS DONE much of the restoration work on his cars himself in his home workshop and garage addition, including all mechanical and electrical repairs, and full body and paint work. Along the way there have been several awards and trophies earned in major events sponsored by local automobile clubs and organizations such as the Forest Grove Rotary Club’s Concours d’Elegance, in which Ray has also served as a judge for thirty-six years.

Ray's Current Collection

FULL CLASSIC

1925 PIERCE-ARROW, 6, 80 SEDAN

1930 CORD 8, L-29 CABRIOLET

1935 PIERCE-ARROW, V12, 1255 ENCLOSED LIMOUSINE

1936 AUBURN 8 COUPE

1937 CORD, V8, 812 BEVERLEY SEDAN

1938 CADILLAC 60 S SEDAN

1941 CADILLAC, V8 62 COUPE

1946 CADILLAC, V8, 62 CLUB COUPE

SPECIAL INTEREST

1940 LA SALLE, 52, COUPE

1948 BUICK SUPER 8 SEDANETTE

1935 Pierce-Arrow V12 Limousine



OF ALL THE CARS he has owned over the years, Ray's most memorable is likely the 1931 L-29 Cord Brougham sedan, which he bought in California in 1968 while he was on his way to Disneyland for a family vacation with his wife and three children. Hoping to acquire an L-29 Cord, he decided to write a letter expressing his interest in that regard to all owners of L-29 Cords registered in the California Chapter of the Auburn-Cord-Duesenberg Club roster. When contacted by an L-29 owner who lived in Fullerton, California—about an hour from Anaheim—Ray drove with his family to see the car and, much to his wife's surprise, bought the car "right on the spot," although it wasn't run-

ning, having been in storage for many years and in need of extensive restoration. The interior was in excellent original condition and didn't need replacing, but the left front fender had accident damage, the original paint was badly faded and the original chrome trim, although complete and undamaged, needed total stripping and replating. After the car was brought to Portland on an auto-transport truck, Ray made two more trips to California to buy a parts car as well as miscellaneous additional parts. Needing approximately four years to finish the work on the L-29 because of the demands his two jobs as an appraiser and fireman made on his time, he finally finished the restoration in 1974.



1937 Cord, V8, 812 Beverly Sedan

Ray Dunford and his award-winning L-29



IN ITS FIRST SHOW, Ray's 1931 L-29 Cord Brougham won First Place in the Classic Division at the Forest Grove Concours d'Elegance and later won "Best Restoration of the Year Trophy" at the Historical Auto Club of Oregon Show the following year. Undoubtedly his most prestigious award, however, was a First Place win at the West Coast National Auburn-Cord-Duesenberg Club Meeting in Portland in 1984.

SHORTLY THEREAFTER, an Auburn-Cord-Duesenberg collector found Ray's name in the Club Roster and contacted him about his possible interest in selling the car. After flying to Portland to see the car, he called Ray back in a few days and acquired the car for what Ray considered a significant price, as well as a 1931 Auburn 8 Sedan with Dual Side Mounted Spare tire wheels needing complete restoration. After Ray learned that the new owner of his prized L-29 Cord had entered it in the Pebble Beach Concours d'Elegance, he and his wife Jo drove to Pebble Beach to see the car. He was thor-

oughly disappointed to find that the present owner hadn't maintained it in the level of condition he had, and even worse, had failed to properly prepare the car for competition in such a prestigious event.

ALTHOUGH RAY finds the physical demands of automobile restoration more challenging in recent years, his enthusiasm and passion for classic cars has never waned. After ninety years, Ray still finds the time and energy to attend virtually all CCCA monthly club meetings, as well as technical sessions and social events throughout the year. ■

WITH SPECIAL THANKS TO
Ray Dunford

A new kind of motoring

E.L. CORD AND THE L-29

BY LARRY SCHICK

ALTHOUGH any detailed review of the life and accomplishments of Errett Lobban Cord as one of America's leading industrial giants of the early twentieth century lies beyond the scope of this publication, any mention of the cars that bear his name demands at least some measure of recognition. His rare ability to clearly recognize business opportunities when they arose, then boldly take advantage of them with his overwhelming power of persuasion enabled him to gain control of over 150 companies under the Cord Corporation, a holding company he had founded in 1929.

FOLLOWING his appointment in 1924 as Vice-President and General Manager of the Auburn Automobile Co. at the young age of thirty, E.L. soon assumed the position of Company President just eighteen months later. By 1928, he had convinced the disgruntled Chicago-based investment group headed by P.K. Wrigley of chewing gum fame to transfer ownership of the struggling Auburn Automobile Company to him as a way of cutting their losses, thereby giving him outright ownership of the company on the chance that he could save it.

POSSESSING Harley Earl's similar belief that design and style were equally as important as engineering technology, if not more so, in determining success in the marketplace, he painted some 500 cars awaiting assignment in Auburn's lot in attractive colors and quickly sold them, raising some much needed cash to run the company. Recognizing the need to provide the automobile public with a car more powerful than the six-cylinder Auburn "Beautiful Six" model that was in production when he acquired the company, he entered into an agreement with Lycoming Engines of Williamsport, Pennsylvania to buy their in-line eight cylinder 125 HP engines, then succeeded in acquiring the company in 1927.

By 1929, Auburn Automobile Company's annual sales rose to almost \$37 million with more than 20,000 cars produced, compared to only 2607 cars made and less than \$5 million in annual sales in the year prior to his acquisition of the company. Buoyed by this success, he was determined to build a new car of unique appearance and revolutionary engineering technology bearing his name that would be marketed between the Auburn 8 and the world class Duesenberg Model J, which

he had begun producing following his successful entry into a partnership with Fred and August Duesenberg in 1926. His new car would be the legendary L-29 Cord which made its debut on Labor Day of 1929 as the first American manufactured front wheel drive car available to the public.

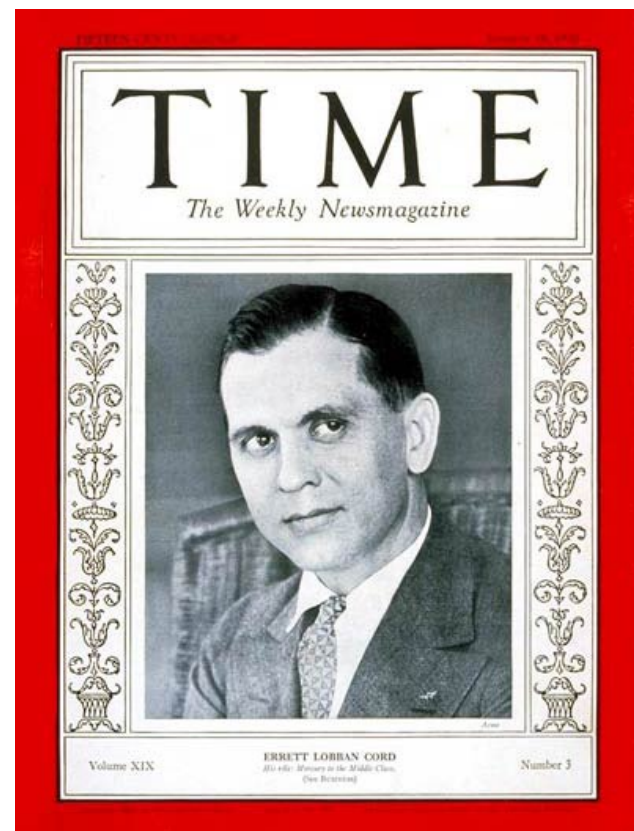


1930 Cord L-29 Phaeton
Photo by Rex Gray, licensed under
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ALTHOUGH he knew virtually nothing about engineering, E.L. Cord became intrigued by the concept of front wheel drive and the success in racing its designer Harry Miller had achieved. But even more appealing than the outstanding handling afforded by front wheel drive was the car's sleek, low-slung profile that resulted. Turning the engine 180 degrees end for end with crankshaft, flywheel, clutch, three speed gearbox, and differential strung out in front of the block required a long, sweeping hood while the absence of a propeller shaft and rear differential resulted in a lower suspension. The resulting car had a profile unlike any of its competitors. It enjoyed a welcome reception both at home with some two thousand orders before it had even been shown, and in Europe where it subsequently won some thirty-nine awards for its beauty and design.

UNFORTUNATELY, the L-29 fell victim to the stock market crash that occurred scarcely two months after the car's introduction and the Great Depression that followed. Its production ended just two years later in 1931 with a total of only 5014 cars built. AFTER HIS SALE of the Cord Corporation in 1937 to Aviation Corporation, E.L. Cord 'retired' to Los Angeles where he earned millions as an entrepreneur in the real estate business and in the burgeoning radio and television industries in the 1940's and 1950's. However, apart from his numerous successes in a variety of other endeavors such as the aircraft, railroad, and ship building industries, Errett Lobban

Cord's name will forever be synonymous with automobiles with ground-breaking engineering and trend-setting style that made him a legend in American automotive history. Without him, the Auburn would have likely died before production of the Classic Auburn 8s, V-12s, and boat-tail speedsters of the 1930s. The glorious Model J Duesenberg would never have been developed and the revolutionary 810 and 812 series Cords of 1936 and 1937 that set styling trends for over a decade would never have existed. ■



The influential Errett Lobban Cord appeared on the cover of Time Magazine in January 1932.

1931 CORD L-29 TECHNICAL SPECIFICATIONS	
WHEELBASE:	137.5"
CURB WEIGHT:	CA 5000 LBS.
ENGINE:	LYCOMING INLINE 8 289.6 CU.", 3.3 BORE X 4.5" STROKE 125 HP AT 3400 RPM
TRANSMISSION:	THREE SPEED FRONT WHEEL DRIVE
BODY STYLE:	SEDAN, BROUGHAM, CONVERTIBLE COUPE, RUMBLE SEAT CABRIOLET
PRICE:	\$3,095 TO 3,295
TOTAL 1931 PRODUCTION: 1243 UNITS	

THE ART *of the* HOOD ORNAMENT

BY LARRY SCHICK

PHOTOGRAPHS BY STEVE COREY

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QUITE LIKELY because of their position of prominence in automobile design, Hood Ornaments, or Motoring Mascots as they were also called, have long been one of the most recognized icons of the Classic Era. Originating from Harrison Hurlburt Boyce's 1913 pragmatic invention of a combination radiator cap and temperature gauge, the simple cap that was originally intended to prevent evaporative loss of engine coolant soon evolved into distinctive forms featuring temperature markings, decorative scrollwork, and even side wings facilitating opening and closing.

RECOGNIZING that cars of the late teens and early twenties looked much alike in many respects, several prominent automakers during that period saw in Boyce's "Moto Meter," as it was called, a means of giving their cars a more distinctive appearance. As automobile designs became more streamlined and radiators disappeared behind decorative grilles adjoining long, flowing sheet metal hoods, the artistry of radiator caps transitioned into the more elaborate and sculpted designs of the hood ornament.

THAT EVOLUTION reached its zenith, along with the Art Deco Style in the Classic Era from approximately the late 1920s until the years just prior to World War II. By this time, manufacturers of top-of-the-line, limited production cars commissioned independent artists or employed craftsmen in their own in-house design studios to create hood ornaments that would express a unique persona about their cars in the minds of their customers. Their intent was not only to set their cars apart from those of their competitors, but also to distinguish those premier offerings from lesser models of the same make.

AMONG the favorite subjects chosen were beautiful women leaning forward in billowing gowns with their long hair trailing in the wind, such as Cadillac's "Flying Goddess" and Rolls-Royce's "Spirit of Ecstasy."

At left: The Cadillac Flying Goddess



The Packard Cormorant

Others featured graceful animals such as Lincoln's leaping greyhound, Packard's Cormorant, and Duesenberg's "Duesenbird," while still others, such as Packard's "Goddess of Speed" and Pierce-Arrow's famous Archer, depicted sleek shapes deftly cutting through the air in front of them.

The Rolls Royce Spirit of Ecstasy



THE ART OF THE HOOD ORNAMENT, CONTINUED

AS THE frontal appearance of cars changed near the end of the Classic Era in the years immediately preceding World War II, so changed the scope of hood ornaments as well. Tall, ornate grills flanked by free-standing headlights and individual fenders gave way to the more subdued and streamlined look of lower, wider horizontal grills with fenders that swept back into front doors and headlights contained in them.

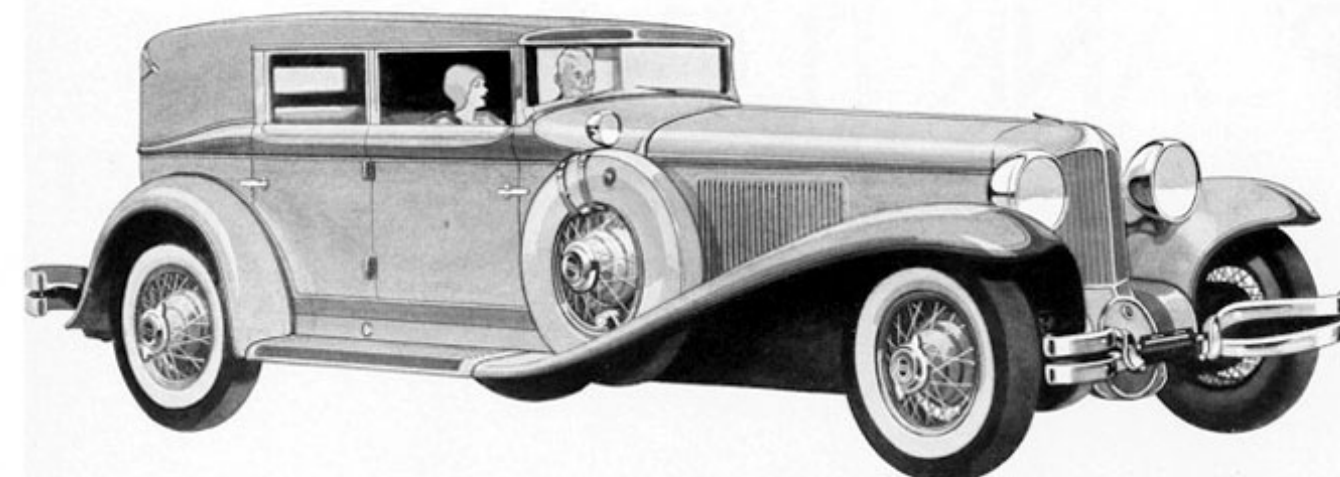
WITH THE DAWN of the aerospace industry in the years following World War II, automakers turned their attention to designing cars that would be readily associated with the modern jet age, as evidenced by the proliferation of rear tail fins and hood ornaments featuring rockets and airplane wings and tails. Eventually even those forms disappeared as new American car safety regulations banned fixed hood ornaments on cars, viewing them as too dangerous in the event of collision, and car manufacturers concentrated their efforts on producing vehicles with more interchangeable parts and less commonality in their product line. Gone only to live on forever in history were those glorious works of art that stood as timeless expressions of the automotive design of another era.



Top:
The Pierce-Arrow
Archer

Bottom:
The Packard
Goddess of Speed

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A new *kind* of motoring

Everyone concedes that nothing less than a totally new kind of motoring could make possible the successful invasion of the Cord into the fine car field.

It is self-evident that the exclusive advantages resulting from front-drive construction are obtainable in no other way. Particularly is this true of its maneuverability, the way it holds the road, and the relaxation possible in the rear seat. If you have never ridden in the rear seat of a Cord we promise you a revelation. Select a route with which you are familiar, one over which you have ridden many times, and ride in the rear seat of a Cord over this route. We leave the verdict entirely to you. After such an experience

you will be eager to learn more about this car, why it performs differently, why it "feels" different and why it gives you a renewed zest in motoring.

It is a matter of record that no new car was ever built with greater care, and with more extreme measures to insure its quality than were taken by the builders of the Cord. But our vigilance did not end with the Cord's introduction. Since then owners have been regularly canvassed for their opinions. A continuously improved car is the result.

Today the Cord is an even more efficient, an even more quiet, and an even more refined car than the ultra standard that it inaugurated.

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CORD FRONT DRIVE

FROM THE VAULT...



THE PREVIOUS ISSUE of the *Hood Release* included an archival photo “from the vault” which showed John LaGrand, the editor’s great uncle, seated with friends on the running-board of his Pierce-Arrow. Thanks to the eagle eyes and expert knowledge of Oregon Region member H. Paul Johnson, who was able to identify the car as a 1928 Pierce-Arrow Series 81 equipped with the optional Buffalo wire wheels.

THIS ISSUE’S VAULT takes us back in time to the 1950’s, via a retrospective article recently printed in the *Gresham Outlook* that describes Oregon Region member Rodger Eddy’s career at that publication. The article is reprinted here with permission from its author, longtime Outlook columnist Sharon Nesbit, with tremendous gratitude from the editors of the *Hood Release*. We hope you enjoy this look back at the career and cars of Rodger Eddy, pictured below.

Laura Schick
MANAGING EDITOR



NOTHING like an interesting old car to inspire a story.

ON APRIL 26 a picture in The Outlook history column happened to show the left front fender and part of a grill of a car that sharp-eyed reader Keith Tillstrom identified as a Cord. Not only that, Tillstrom remembered that it was driven by Rodger Eddy, who worked for The Outlook back in the day.

IT WAS A 1936 Cord Phaeton. A quick look on the internet shows similar vehicles priced above six figures. The Cord was built from 1929 to 1932 and again in 1936 and 1937 by E.L. Cord, who specialized in innovative technology and streamlined designs.

RODGER EDDY regarded Cord as the foremost industrialist of the 1930s and was inspired in 1951 to drive to Los Angeles and buy the Cord, which he says, was likely first owned by E.L. Cord. Eddy drove it to work at the Outlook every day where he was photographer, writer, sports editor and later advertising manager.

“GRESHAM was a village of 3,000 souls when I arrived in 1952 and The Outlook was downtown next to a house on Main Street that I had visited as a child,” he remembered in a recent letter.

ALWAYS a car fancier, Eddy, now 86, lives in Portland. He said he used the Cord for daily transportation for many years until he moved to a 1940 Mercury convertible and later, a 1948 Studebaker Commander convertible. (This is the point where car guys begin to drool.)

“ALTHOUGH I foolishly sold the Merc, I still own the Cord 65 years later, and the Studebaker, among other vintage cars,” Eddy says.

HE ALSO collected people. He sent along the names of his co-workers at The Outlook in the 1950s, remembering pressmen who are still legendary at this paper.

AND HE FELT privileged to meet outstanding community members: Burton Walrad, Dave Hansen, Ross Fanning, Ed Markx, Gordon Dowsett, Carl Zimmerman, Dick Wilcox, Bob Schloredt, Bud Monnes, Floyd Light, Bill Hessel, Franz Olbrich.

AND NEWS highlights: the Sandy River smelt run, the county fair, an interview with Colonel Sanders when he opened a fried chicken restaurant.

“I WAS THERE when Rooster Rock State Park was dedicated, visited Blue Lake Park and Cedarville Park and Division Street Corral where Johnny Cash and other greats performed regularly.”

EDDY WENT ON to manage the Sandy Post and the Parkrose Enterprise for Outlook owners Lee Irwin and Walt Taylor. He launched the North Willamette News in 1964, eventually merging with a group of papers that have now come full circle and are part of today’s Pamplin publications.

OF GRESHAM, he says, “There was no better time or better place to have spent one’s youth.”

Sharon Nesbit’s book of 100 selected columns, “Sunny with Occasional Tirades,” is on sale at The Outlook for \$15.95. She can be reached at snesbit@theoutlookonline.com.

MARK YOUR CALENDARS...

August
28

COLLECTOR CAR AND BOAT SHOW *Lake Oswego*

Oswego Heritage Council invites the public to join in celebrating the over 300 collector cars and over 40 classic boats. See www.oswegoheritage.org for more details and registration.

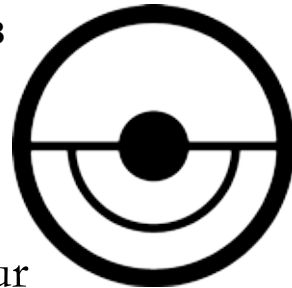


October
14

PUMPKIN TOUR WITH PACKARD CLUB *Central Oregon*

October 14-16

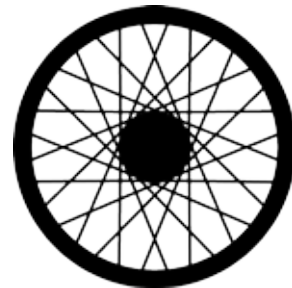
Join the members of Packards of Oregon for their annual three-day Pumpkin Tour to welcome the fall season.



October
30

HALLOWEEN PARTY *Freedman's Garage*

Start planning your costumes and get ready for a night of fun tricks and treats with your friends from the CCCA.

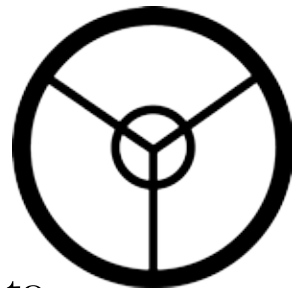


June
24

GRAND CLASSIC, PNW REGION *Sequim, Washington*

June 24-25, 2017

The Pacific Northwest Region cordially invites members of the Oregon Region to join them on the lawns of beautiful Sequim for a Grand Classic next summer. Mark your calendards and bring your cars!



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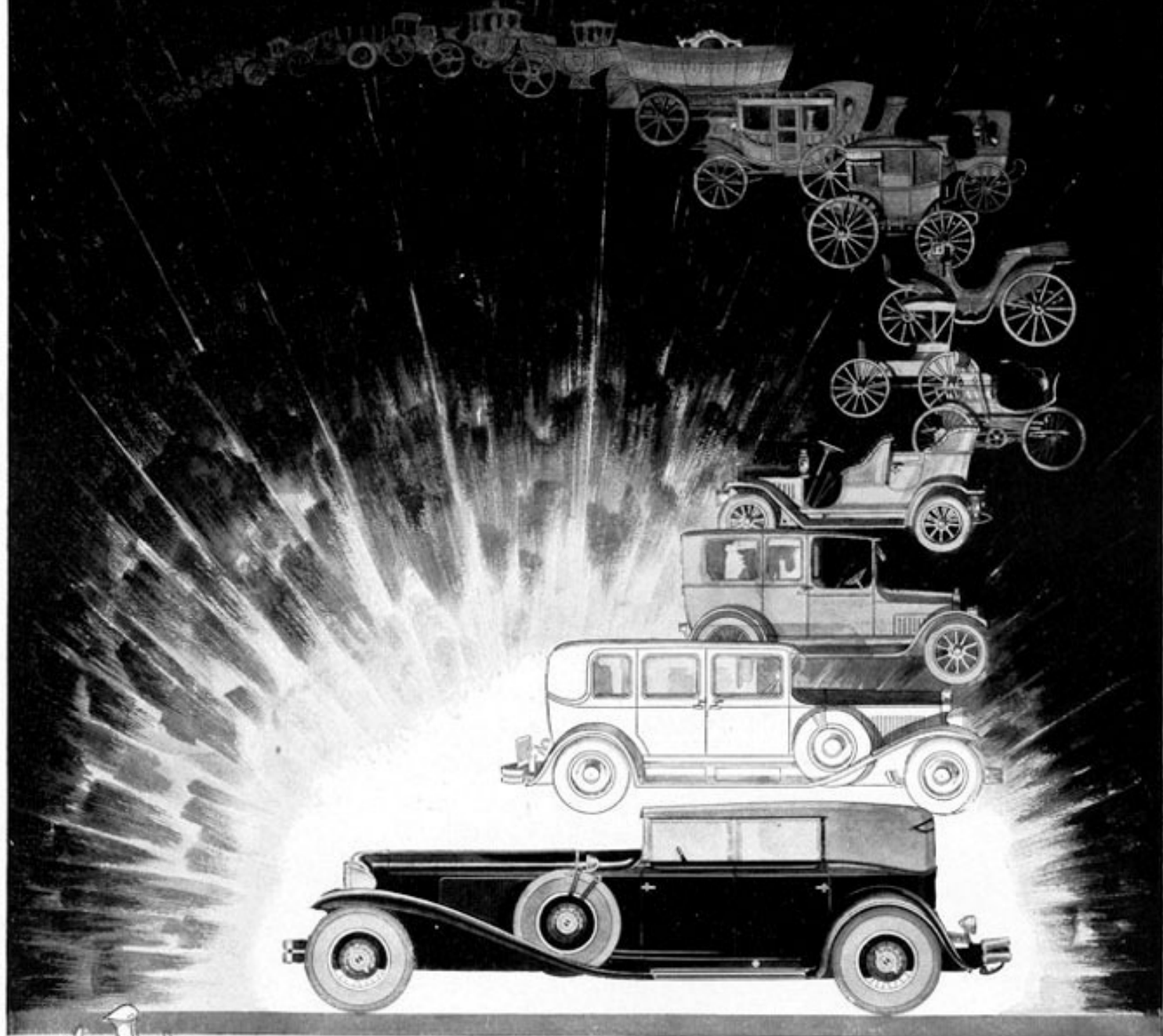
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Cord Phaeton



In order that the exclusive advantages of the front drive may be enjoyed by those who desire them, we are building the Cord car so substantial and with such care and quality in every respect, that owners will have an extremely satisfactory and economical investment for many years—E. L. CORD

CORD FRONT DRIVE