



# Cascade Pacific *Plymouth*® Club, Inc.

Affiliate of Plymouth® Owners Club, Inc.

Dedicated to the  
Preservation and Restoration of  
*Plymouths*  
25 years and older

Earle G. Culbertson: editor

P.O. Box 2023, Clackamas, OR 97015

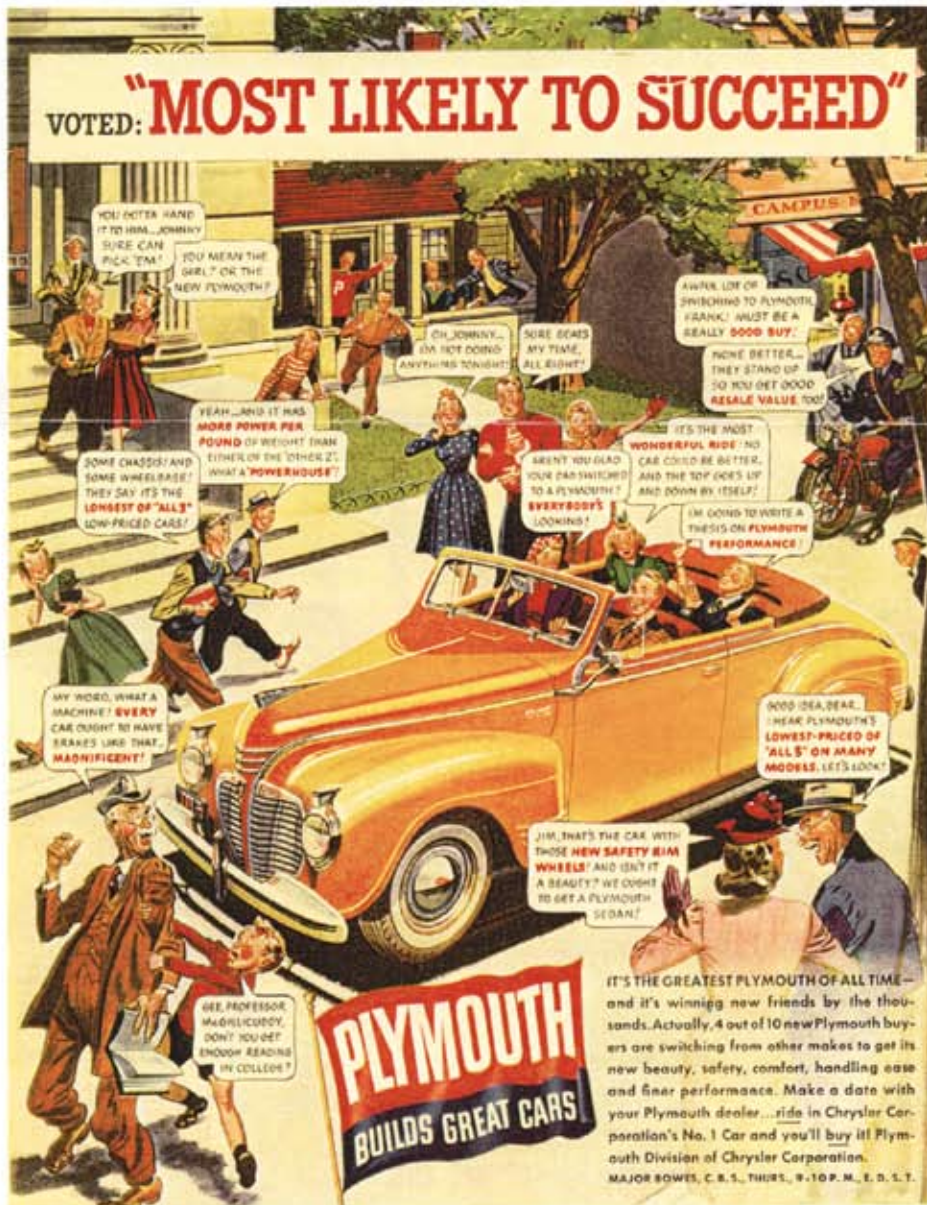
e-mail: earlec@gte.net

Volume Two, Issue Ten

November 2001

## Innovative Plymouth Advertising

By 1936 the Chrysler Corp. had become #2 in the auto industry. Plymouth made that possible by becoming the "working man's car". Plymouths were not gas hogs and were built like a tank. Powerful cars might pass them on the road, but the dependability of the Plymouth would always get you to your destination. Plymouth lovers considered the Plymouth the successor to Ford's famous "Fliver", the model T.



compression engine, but he was remembered for many ingenious ideas that brought along those feisty Plymouths.

In the early years of Plymouths there was no TV and only limited battery operated radios for advertising. Walter, a master at advertising, used the magazines of the day like the *Saturday Evening Post*, *Life* and *Look*, billboards, flyers and personal testimony to sell his cars. Today those ads and reproductions (see above) bring big dough for sellers.

Walter Percy Chrysler began his remarkable career working for Union Pacific in their machine shop and became the inventor of a superior high

This liberal use of testimonials was representative of Walter Chrysler's approach to advertising

See *ADVERTISING* on page 4



## What Some People Won't Do for an Old Car

The Plymouth Woody is one of the most sought after Plymouths out there today. So when I received a call that one was available I agreed to meet this fellow in a restaurant parking lot about 35 miles from my home. When I arrived there he asked me to follow him yet another 40 miles up in the mountains as it was at this ranch. We went up and down through the countryside until we finally came upon this old wired-up gate. We went through and proceeded up a dirt road to the top of the hill where there were at least 20 old cars in various conditions strewn

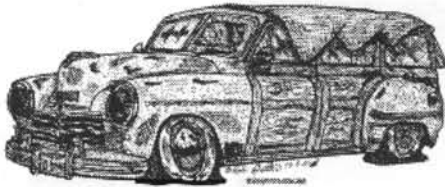


Bill Call has second thoughts about "his" Woody

using some strong profanity. I decided it was my cue to get the heck out of there. As I headed down the hill, I looked back and they were still going at it. No way

will I ever go up there again, but I just know my woody is out there somewhere...

*Bill Call*



"Bill's" Woody in its natural state

about. The Woody was under a tarp. I was about to view it when the man's estranged wife confronted him. Boy, was she mad about something and started pushing and punching him and

## Vintage Auto Upholstery

Lauren Matley is one of our members in Kent, Washington, and is a member of the Technical Committee. He operates a very successful and high quality automotive woodgraining service, and offers some reproduction trim parts (primarily GM).

He has an excellent web site, [www.restoration-resources.com](http://www.restoration-resources.com) that includes a Vendor List and Message Board. He offers advice in many areas of restoration, as do others who respond to questions that are posted. A recent entry indicates that Stephanie McAfee (256-766-8103) has a large inventory of upholstery materials "from decades past" that has been meticulously stored and labeled.

It could be that she has just what you need to get your restoration moving!

*Larry Cat*

## Coming Up

Coming next issue - Adventures in Petrolania - reminiscing on the good old days of "service" stations (before the advent of "filling" stations.)



A modern "Service Station" in Palo Alto, CA



This Powell belonged to Jim Berka, PMC-2397

## the Powell

Last month our cover story was about the fabulous fishing vehicle, the Powell. Unfortunately we did not receive photos in time to include them. Jim Benjaminson, Secretary and Treasurer of the parent Plymouth Owners Club provided these photos of the Powell and members of the Powell family, for which we are very grateful.



Publicity shot of the Powell Station Wagon

Members are urged to pursue information on other unusual Plymouths for the edification of our members.

## Concours D'Elegance



This 29<sup>th</sup> annual event at Forest Grove, Oregon in July drew prestige cars from all over the western US and Canada. It is second only to Pebble Beach here in the west and drew over 8,000 people. We were proud to have three of our members as judges; **Duane Luckow, Les Conner and Paul Taylor**. Unfortunately, only two Plymouths were displayed and none of the beautiful cars of our members. One of the two was a gorgeous 1968 Barracuda shown above with its owner, Gaylene Grossen of Portland, OR. Gaylene's father helped in her restoration. We look forward to welcoming Gaylene into our club in the near future.

If you missed it, please see our October issue for the full story on Hayward & Channing Powell's fabulous brand new "used" car.



Mr. & Mrs. Channing Powell & Dorothy Powell, Hayward's widow



Their '51 2 door with Barbara & Dennis Rice

## The Harold LeMay Auction

This Auction was held on August 26<sup>th</sup> in Spanaway, Washington at the 25 acre LeMay salvage yard. It is part of Harold's large operation where over 500 prewar and postwar salvage cars were stored for use in restoring many of Harold's 3,500 car collection. LeMay's collection is the largest in the world and is housed in several of Harold's commercial buildings at his large home and grounds. His annual open house on August 25<sup>th</sup> was a tribute to Harold, who died this summer.

He loved to share his fantastic collection with the community and other car hobbyists throughout the country. We plan to write more in the future about his collection and the new museum being established.



Part of Harold's 25 acres of cars



A '55 ready for restoration



This '33 needs a new & loving home



A '46 in the classic "rust" color



This car at **Memory Lane Motors** in Portland looks like the '48 of one of our member's. Wouldn't it be nice to have a matching pair?

**ADVERTISING** continued from page 1

Plymouth hobby garages across the country are plastered with those pictures and advertisements.

## Putting it All Together

These hard working members, with our attorney, Mitch Wall, are putting our newly incorporated club on a strong footing for the future. The committee chaired by Jeff Jolley (*pictured at far left*) stayed up late at Bill Call's hobby shop until the work was completed. John Sweeny doesn't appear as he snapped the photo.





## October Meeting

The membership agreed to a public service project to restore the 1968 vehicle of Keith Sale, a 19 year old who's car was stolen and trashed just before he left to defend our country.

General club business: the next swap meet will be November 10 in Albany. Our treasury now stands at \$432 but will improve when your dues are all paid. The November meeting will feature a pot luck, members are urged to contact Dolores Call to sign up for a dish to bring. The NW Car Collectors Swap Meet has lost a participant, we will contact them to investigate joining the group for next year, a great opportunity to display 10-15 member cars (and add a little to our treasury). Concerning our recent incorporation - you are reminded that all assets and memberships from the un-incorporated club have been transferred en toto to the new incorporated club. Exemplifying the great support of our members, Jeanette Dimick volunteered to undertake a project to bring a better understanding of our members to all of us. Look for her reports next year.

Travis Mowery described his recent adventures with thousands of other Scouts at the *Boy Scout Jamboree* in Washington D.C. Duanne Luckow outlined initial planning of your restoration project to "bring it back to a healthy state"; some very important considerations and procedures for any restoration endeavor.

our. The main obstacles are: 1) time, 2) money, 3) knowledge, 4) help, 5) location of services and vendors, 6) family commitments. When you solve all that the rest is easy (*easier.*)

## Oops

Our apologies to Rob Butler, his first car was a 1956 Chevy Cameo (not Camero) and, apologies to his daughter Cassi (not Casie). Sorry folks.



Have  
A  
Very  
Happy  
Thanksgiving



## Willamette Mission Park WPC Picnic

Cascade Pacific Plymouth Club, Inc. was well represented at the Walter P. Chrysler Picnic at Willamette Mission Park this summer. A couple of our attendees' prized possessions are shown here (*below*). This continues the series from a previous "Family Photo Album" page.

## More Family Photo Album



Les & Nancy Connors' 1946 4 door at Willamette Mission Park



Larry & Joyce Catt's 1948 convertible taking a breather at the picnic

## New Board

### Nominated Officers for 2002

President Steve Heaton  
Vice President Scott Farnsworth  
Treasurer Dennis Rice  
Secretary Vicki Williams

### Nominated Board of Directors

Jeff Jolly  
Duanne Luckow  
Clare Rogers  
Allen Tiffany  
Bill Call

*(all officers are automatically members of the Board )*

Your 2002 membership dues of \$20.00 are due by Jan. 1, 2002

The Board of Directors meets the second Tuesday of each month, currently at Bill Call's hobby shop in Milwaukie. All members are welcome to attend.  
Next meeting: November 13, 7:00 P.M.



## God Bless America

### Upcoming Events

November 27 - Regular monthly membership meeting (*the 4<sup>th</sup> Tuesday*), 6:30 kick tires, 7:00 Pot Luck Supper.

All candidates for officer and Board member need to bring a head shot or snap shot and a (very) short bio to this meeting. Any not at the meeting can e-mail them to: [earlec@gte.net](mailto:earlec@gte.net)

## The Corner Store

### Plymouth Parts/Cars For Sale

'55 Plymouth wagon 6 cyl., 3 spd/o-drive. \$900. Needs restoration.  
Tom (503)

'56 Fury. Runs, needs restoration. \$5500. Tom (503)

1939 Plymouth right rear fender.  
Tom (503) 658-4366

### Plymouth Parts/Cars Needed

'64 or '65 Valiant or Barracuda hood. Don Justice (360)

Remember - no meeting in December. We'll see you all on January 22, 2002



FOUNDED 1957

## Cascade Pacific *Plymouth*® Club Inc.

Affiliate of Plymouth® Owners Club, Inc.

P.O. Box 2988  
Clackamas, OR 97015