

March-April 2018

SILVER STATE

Volume 25, Issue 2

PontiAction

PONTIAC AD ARTIST



This image is just one of hundreds created by an artist who did many Pontiac advertisements from 1959 to 1971. Do you know his name? Turn to Page 3 for the answer and a short history of his connection to the automotive industry.

Official Publication of the Silver State Chapter 66 of the Pontiac-Oakland Club International

PREZ SEZ:

It's spring time and that means it time to turn on the sprinklers and pay your taxes. It's also time for cleaning up the yard and getting your car ready for the 2018 season! The club has some activities we have been kicking around and I am looking forward to doing something besides just going to a meeting. Since the weather is getting nicer and the days are getting longer, it's time for the Pontiacs to come out of hiding and make it to a meeting. We could have our own little show if we brought our cars out. Looking forward to seeing everyone this year!



-- Dan



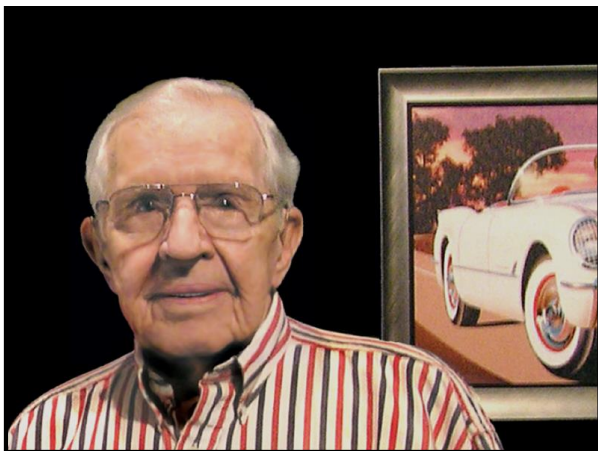
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EDITOR'S CORNER

PontiAction is the official newsletter of the Silver State Chapter of the POCL. We need members to submit articles, jokes and life experience stories. New members, we would like to hear your car stories. All articles are appreciated. Let me hear from you. **LET'S TALK PONTIAC**. Submissions are due on the **FIRST** day of the month. Submissions received after that will be in the next newsletter. Submit to: nevadabird@charter.net OR **MAIL TO:** Jacque Lowery, 12520 Westridge Dr., Reno, NV 89511





ART FITZPATRICK

Art Fitzpatrick is undoubtedly best known as the co-creator of full-color Pontiac advertisements as iconic as the cars themselves. The son of an artist father and grandson of an architect/artist grandfather, Fitzpatrick, or "Fitz," was born with "designer genes." But why cars? "I grew up in Detroit," says Fitz. "What does a guy draw besides cars?"

Fitz's early interest in the automobile led to his start at age 18 as an apprentice designer for John Tjaarda at Briggs Body Company. At 19, he began

working for Howard A. "Dutch" Darrin designing custom-built Packards, and he eventually was hired by Packard to work on the Clipper. His advertising career was launched at the end of a stint in the Navy when Mercury recruited him to create artwork for an upcoming campaign. With that, he was off. Over the course of an impressive seven-decade career, Fitz created more than 700 automotive ads, including work for Mercury, Nash, Lincoln, Plymouth, Kaiser and Buick.

Along the way, he collaborated with Van Kaufman, a former Disney animator who was especially talented at creating figures and backgrounds. Their 24-year partnership led to what would be a groundbreaking ad campaign for Pontiac. "We were told that our job was to change Pontiac's image, which for years had been that of a third-grade school teacher's car," says Fitz. "Pontiac was last in GM's lineup, and we had to make it socially acceptable."

Pontiac's revamped 1959 fleet helped ease their burden. That year, Pontiac integrated a new, wider design "to make the car look better, but it was also a good advertising gimmick – the car is wider so it's more stable," says Fitz. Fitz was particularly taken with the new design's emphasis of the vehicles' front ends. "The front end on the '59 Pontiac was the most important thing Pontiac ever did because it was so different from anything else they'd ever done – totally, off-the-deep-end different," says Fitz. "It established the identity of the car." Motor Trend agreed, naming the entire lineup "Car of the Year."

Fitz and Van decided to capitalize on the brand's bold new features in their award-winning "Wide Track" ad campaign. Fitz focused on those unique front ends, exaggerating each car's proportions to achieve maximum impact. "As things went on, I was actually cropping the car to fit the frame," says Fitz. Quietly situated in the midst of pounding surf, private jets, towering palm trees or bright city lights, each vehicle creates a focal point that is at once subtle and imposing. "The whole idea," says Fitz, "was that the car fit into the situation in a natural way."

Although the car is always the largest thing in the picture, he notes, the people in the scene seem almost oblivious to it. The overall look brought an unprecedented level of style and sophistication to the campaign. The design process was not without perks. Fitz and Kaufman wandered the world in search of inspiration for the landscapes that served as enticing backdrops to the cars.

(Continued on Page 4)

(continued from Page 3) As he recalls, "We both traveled and shot photographs looking for scene situations, whether it was hotels, or tennis courts, or yacht clubs." The two traveled separately, covering more territory that way, and reviewed their photos when they returned. Selecting the best backgrounds, "we would make sketches, me the car and he the background, and put them together," says Fitz. "As Van and I used to say, we can't believe they're paying us all this money to have so much fun," says Fitz.

Sophistication. Style. A hint of fun. And, of course, those larger-than-life Pontiacs. Art Fitzpatrick set a new standard for automotive advertising, and in the process created an iconic, exotic world the likes of which the advertising community had never seen before, and is unlikely to see again now that illustrated full-color ads are part of the past.

For more on Art Fitzpatrick and a full library of his Pontiac illustrations, visit <http://www.fitz-art.com/>.

(Reprinted from Hagerty, November 2013)



Fitz cites as a personal favorite this illustration of a '67 Ventura

HIDDEN TUNES

This is a little article on how to add sound to your ride using your iPhone as a bluetooth head unit. This project began when Sue got home after driving our old truck around and asked me if I could put some music in for her. The truck does not have a radio in it and the spot where an original should go had been welded over. I know I could have hidden a head unit in the glove compartment or under the seat but I came up with something a little different. The truck already had speakers in the doors so I used them. I had a small 125 watt kicker amp that I purchased a year or two ago and hooked it up to power and to the speakers.



The Amp has an RCA input jack so I connected it to 3.5mm headphone jack on my phone. The amp has an option for Hi or Low input levels and I set it to low. You adjust the max loudness with the gain on the amp and use your phone's volume level after that.



Every thing went well and we now have tunes in the truck!, The only thing I did not like was having to run the wire from the phone to the amp between the gap in the upper and lower seat cushion. Luckily technology has made a wireless connection possible. While at Home Depot I saw a wireless bluetooth transmitter for \$15.00 and bought one to see if it would work for the phone to amp connection. The bluetooth transmitter hooks up to the amp with the RCA inputs and to the phone via bluetooth and works flawlessly. There are probably many variations on this installation but this should point you in the right direction.

—Dan Marquez

SILVER STATE PONTIAC CLUB ACTIVITIES 2018

There has been quite a bit of discussion at the last two meetings regarding club activities for this spring and summer. A lot of great ideas have been put forward, and we need ALL the members' participation and input for these to become reality.

—Participate as a club in HAN's Spring Revival show in downtown Reno May 18 & 19.

—Participate as a club at the Loyalton car show on June 9 OR

—Participate as a club at the Squaw Valley car show on June 9

—Progressive dinner—one course of a 4 course dinner at each of 4 member's homes. South Reno members as possible hosts.

—RC car races at facility in Panther Valley

—Bingo or poker night at a member's house

—July 4 barbeque at President Dan's home with good view of fireworks that evening.

—Night at the Aces—a dinner and Reno Aces game, approx. \$35 per person. It was a great event last year.

PLEASE EMAIL ACTIVITIES CHAIR RHONDA WITH YOUR VOTES FOR OUR 2018 EVENTS!!! LET HER KNOW WHAT EVENTS YOU LIKE AND WHICH ONES YOU WOULD BE ABLE TO ATTEND. REMEMBER—A PLANNED EVENT CAN GO NOWHERE WITHOUT YOUR PARTICIPATION!!

HAS ANYONE RECEIVED A CALENDAR/LISTING OF LOCAL CLASSIC CAR SHOWS FOR THIS YEAR?

IF SO, CAN YOU FORWARD TO NEWSLETTER EDITOR JACQUE FOR INCLUSION IN OUR NEXT NEWSLETTER.

THANKS!

UPCOMING EVENTS

CLUB EVENT	THEME	DATE	LOCATION
Regular Club Meeting	Reno Aces Baseball	April 19	Dennys
Regular Club Meeting	Indy 500	May 17	Dennys

Montana Grizzly Bear Notice...

In light of the rising frequency of human/grizzly bear conflicts, the Montana Department of Fish and Game is advising hikers, hunters, and fishermen to take extra precautions and keep alert for bears while in the field.

"We advise that outdoorsmen wear noisy little bells on their clothing so as not to startle bears that aren't expecting them. We also advise outdoorsmen to carry pepper spray with them in case of an encounter with a bear. It is also a good idea to watch out for fresh signs of bear activity. Outdoorsmen should recognize the difference between black bear and grizzly bear poop. Black bear poop is smaller and contains lots of berries and squirrel fur. Grizzly bear poop has little bells in it and smells like pepper."

BIRTHDAYS

MARCH

Sue Marquez	6th
Diane Horning	11th
Carol Smith	18th
Michael Burmer	20th
Michael Miller	20th



APRIL

Symantha Miller	14th
Mike Nowicki	29th

ANNIVERSARIES

MARCH

Russ & Diane Horning	46 yrs
Dan & Sue Marquez	24 yrs

APRIL

Michael & Jennifer Burmer	20 yrs
Jim & Dwala Mandas	28 yrs

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Jacque Lowery, 12520 Westridge Drive, Reno, NV 89511



Advertising Rates:

Full Page: \$30 per issue

Half Page: \$15 per issue

Business Cards: \$5 per issue

You can send a photo, full description of item, price and contact information and we'll get it in the next issue of **PontiAction**.

Club members can advertise cars & parts free!

Club members advertising a business pay the rate.

PontiAction

**P.O. Box 4521
Sparks, NV 89432**

**SILVER STATE
PONTIACS**



**CHECK US OUT ON THE WEB:
www.silverstatepontiacs.com**

NEXT MEETING

April 19th 7:00 PM
Wear Your Reno Aces gear!
Denny's