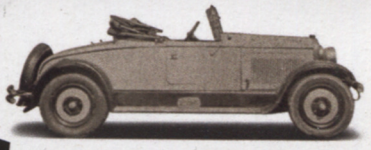
USED CLASSICS: HOW DEALERS SOLD PRE-OWNED CARS



Hemmings

CLASSIC CAR

THE DEFINITIVE ALL-AMERICAN COLLECTOR-CAR MAGAZINE

AUGUST 2017 #155



1964 GRAND PRIX
PONTIAC'S STYLISH GT



CREW CAB CLASSIC
1966 FORD PICKUP

UNCOMMON PARKLANE

FORD'S ONE-YEAR-ONLY TWO-DOOR WAGON

BODY-OFF RESTORATION OF A **1934 FORD**



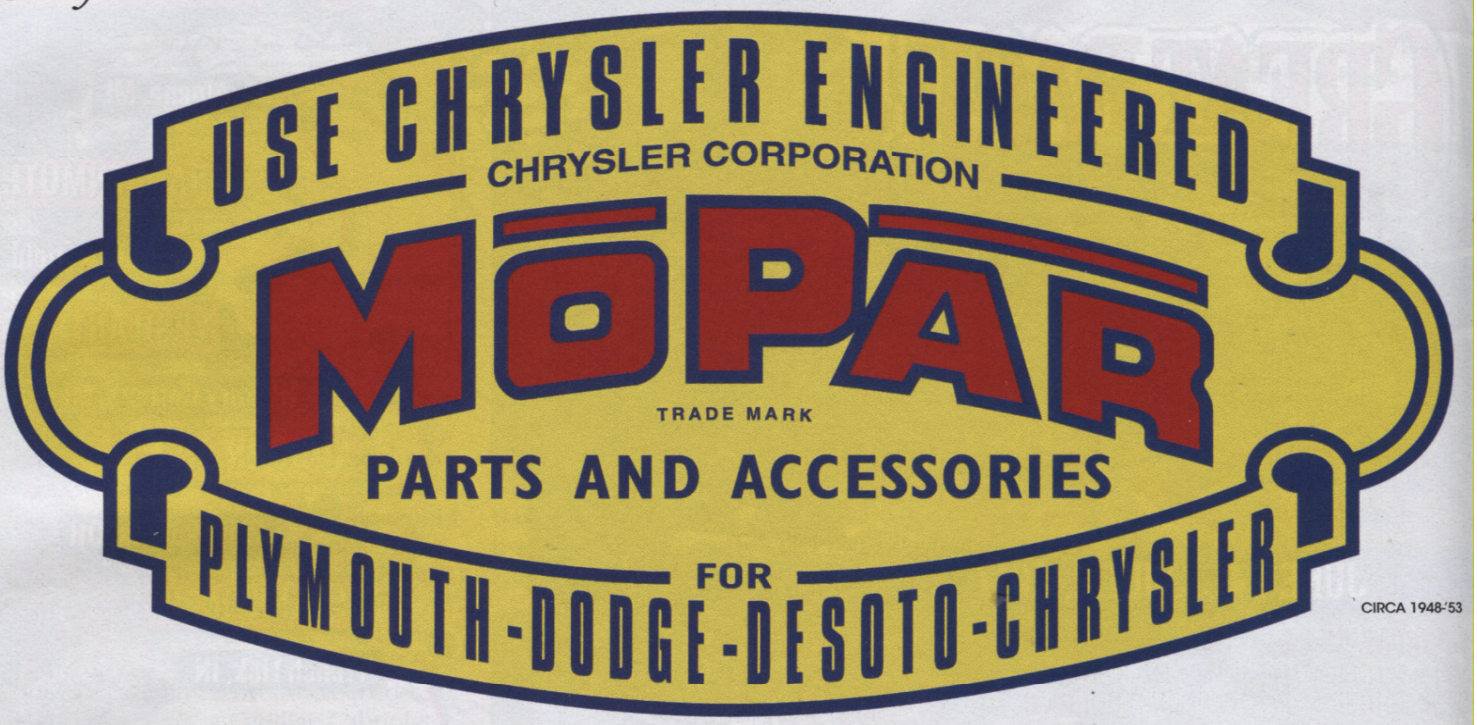
PLUS
1932 STUDEBAKER
1940 OLDSMOBILE
1961 PLYMOUTH

USE CHRYSLER ENGINEERED
CHRYSLER CORPORATION
MOPAR
PARTS AND ACCESSORIES
FOR
PLYMOUTH-DODGE-DESOTO-CHRYSLER

HONORING 80 YEARS OF **MOPAR**

MoPar

Celebrating eight decades of maintaining and improving Chrysler-built automobiles



CIRCA 1948-'53

BY JEFF KOCH • ILLUSTRATIONS COURTESY OF FCA

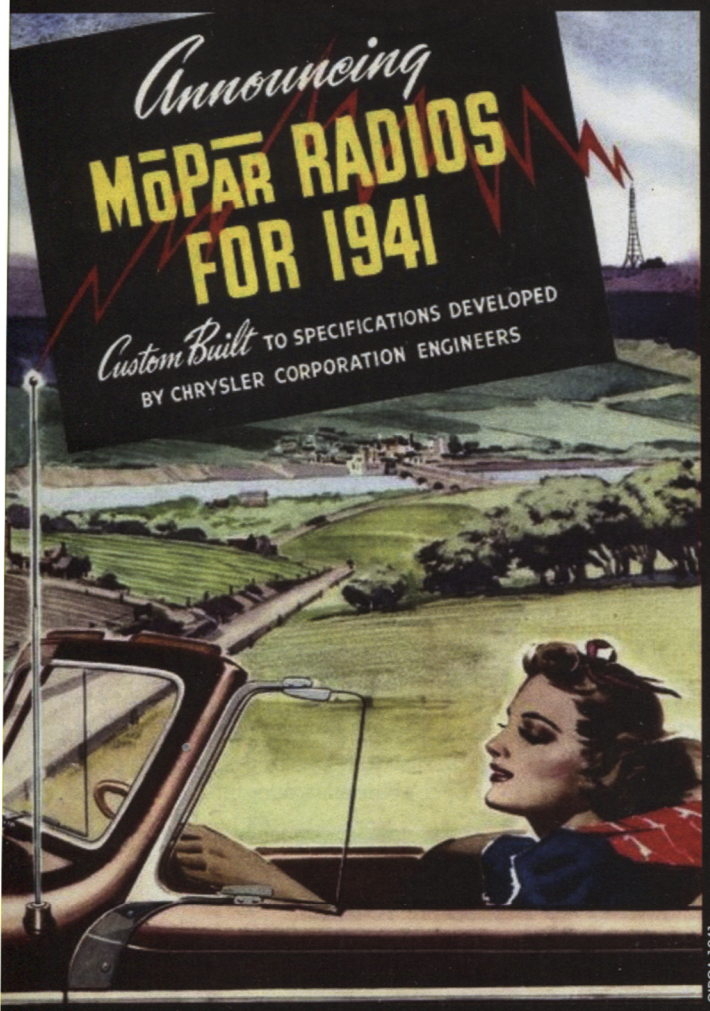
"What's in a name? That which we call a Mopar by any other name would run as strong." Well, William Shakespeare may never have had the chance to have sampled the comfort of an Imperial, or experienced his neck snapping back in a 10-second Max Wedge-powered Belvedere, but given the opportunity, he may well have done so. But Shakespeare was never above making up words, and so Mopar could well have been something of his creation, had he not died some 320 years too early.

The Mopar name has become car-guy short-hand for anything made by the Chrysler Corporation, or its subsequent owners, synonymous with Chrysler-powered cars and trucks: whether they're long-running brands like Dodge and Chrysler; defunct vintage brands like De Soto, Imperial and Plymouth; or more recent names like Eagle and Ram. There's often an implication of high performance, of streaking down the quarter-mile, of tearing around the world's road courses and high-banked ovals, of terrorizing unsuspecting drivers of other machinery at stoplights, nationwide. Yet this wasn't always the case: Mopar's origins were far more humble. As we celebrate eight full decades of Mopar, let's look back at where it all started.

While the Chrysler Corporation itself was founded in 1925, using what remained of Maxwell as a starting point, the company expanded rapidly in 1928. First, it acquired Dodge from the eponymous brothers, as well as the Fargo truck company, while launching the Plymouth and De Soto brands. With the strength of multiple marques, Chrysler Corporation quickly became one of the biggest car companies in America. Building cars also means building extra parts to service those cars, so in 1929 the Chrysler Motor Parts Corporation (CMPC) was born to supply the nation's Dodge, Plymouth, De Soto, and Chrysler dealers' service departments with factory-built replacement items. Because the parts were marketed to the trade, rather than store shelves, the logo was nothing special—stylized first initials of each division (Chrysler, De Soto, Dodge, and Plymouth) in a circle. The letters were dark blue, with the Plymouth "P" in red to denote the brand's importance to the company's bottom line.

But by 1937, Chrysler suspected that it was losing out. Owners would still have to go to dealers for hard parts like specific engine components, trim pieces, and bodywork. But for more general-use and wear items, like anti-freeze, belts, hoses or spark plugs, there were already plenty of established aftermarket brands that competed for the owner-driver's attention and money. Chrysler wanted a bigger piece of that pie. To do that, it had to start selling to the public. It needed a brand.

Nelson Farley was the head of Chrysler's sales promotion division, and had established the Activities Council—an in-house think-tank whose goal was to conjure up new ways to sell. The product chosen to launch the effort in the public eye would be engine coolant. But what to call it? Chrysler Motor Parts Division didn't exactly roll off the tongue, so the Council settled on MoPar: a distinctive contraction of "Motor" and "Parts." It was a short name, easy to remember, and likely



CIRCA 1941

THE SATURDAY EVENING POST

Attention... owners of

PLYMOUTH · DODGE · DE SOTO
CHRYSLER · DODGE *"Job-Rated"* TRUCKS

Ask your dealer for **MoPar**
TRADE MARK

to be sure of genuine Chrysler Corporation parts and accessories





Especially engineered for your car or truck by the people who built it.



Made to the same high standards as the original parts...to fit right and work right.



For top performance, insist on MoPar Parts; accept no substitute.

More than 10,000 Chrysler Corporation dealers; and thousands of general service and repair shops recommend MoPar...

The men who know your car or truck best . . . your nearby Plymouth, Dodge, De Soto and Chrysler dealers . . . all agree that there is no substitute for genuine Chrysler Corporation parts and accessories. *That means* MoPar! So whenever you need service, deal where you see the MoPar sign. It is proudly displayed almost everywhere you can drive.

You'll know them by this sign



CHRYSLER CORPORATION,
PARTS DIVISION · DETROIT 31, MICHIGAN

CIRCA 1953



One sign, one name,

identifies the right parts for your Plymouth, Dodge, De Soto, Chrysler, Dodge Truck

The MoPar sign means genuine Chrysler Corporation parts and accessories

Chrysler Corporation provides parts and accessories for all its cars and trucks under one name—MoPar. This name is your assurance of getting parts that fit right, work right, last longer and give greater satisfaction. That is because all MoPar parts are precisely like parts for new cars and trucks—designed by the same Chrysler Corporation engineers, to meet the same high standards.

You can get any MoPar parts you need from thousands of Plymouth, Dodge, De Soto and Chrysler dealers and from many general service and repair shops. Look for the MoPar sign—always ask for MoPar parts. It pays to be *right!*

PARTS DIVISION
CHRYSLER CORPORATION
DETROIT 31, MICHIGAN

CIRCA 1954



"MISS MoPar" SAYS:

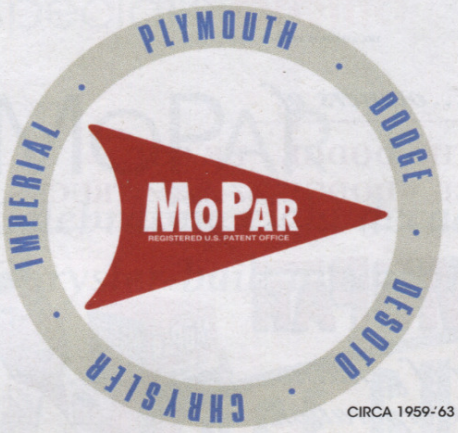
get new-car vitality WITH MoPar

BATTERIES
SPARK PLUGS
CONDENSERS
POINT SETS
DISTRIBUTOR CAPS

MoPar

PARTS DIVISION • CHRYSLER CORPORATION
Get MoPar parts from your Plymouth, Dodge, De Soto, or Chrysler dealer and better general repair shops.

CIRCA 1955



CIRCA 1959-'63



CIRCA 1972-'84

wouldn't be confused with any other brand at the time. The first logo, employing a yellow background with blue-and-red lettering, would certainly be eye-catching on the shelves of America's auto parts stores.

The rollout for the MoPar name came in June of 1937, on a parade float for that year's annual Nobles of the Mystic Shrine (aka "Shriners"), who were holding their national convention in Detroit that year. (Membership was strong then: about a third of a million members at the time of this particular convention.) The Activities Council made a float decorated with all manner of hard parts, from oil pans and pushrods to piston rings. And atop the float? A camel, built entirely of parts from Chrysler Corporation vehicles. Presumably the tie-in had something to do with heat and water and launching a line of anti-freeze, though to modern eyes the connection seems a little tenuous. An employee, decked out in middle-eastern-style robes and headgear, rode the camel. Leading the camel, because you can't just let a mechanical camel wander around on a float all by himself, despite the rider on his back, was a mechanical man who was also made from car parts. His name was ACCY (short for "Accessories"). Years later he would move, speak, and appear on TV as "Mr. Mopar" in the early days of television.

The launch worked, and Chrysler rolled out the name on an entire line of products: cleaners, radios, heaters, fluids, filters, and engine parts followed. By the late 1940s, trade publications started referring to both Chrysler's line of parts and the Chrysler Corporation cars that used them, as "Mopars." The logo was modernized in the late '40s, but kept the same basic elements as the original from 1937.

Another new logo arrived for 1953, in conjunction with a new parts distribution depot. It continued with the capital "P" and the bars over the "O" and the

MOPAR PERFORMANCE'S DIRECT CONNECTION

Chrysler has a strong legacy in racing, both on the drag strip and the oval track. The factory supplied experimental and speed parts to factory teams, but privateers were complaining about getting their clocks cleaned. Enter Brian Schram.

The Detroit native and World War II Navy veteran started working at the Dodge factory in Hamtramck in 1949, aged 23. He quickly moved from a maintenance position to a gofer for the experimental engineering group, chasing parts that may not have yet been in the system. Officially, anyway. As Brian told *Hemmings Muscle Machines* in 2011, "They wanted me to expedite ordering the parts to get them to the people that needed them, to get the cars into production on time."

Around 1955, Frank Wylie and Gale Porter—who aided the Dodge factory racing teams—asked Brian to order and ship some race parts to the drivers. "It was just a sideline to my main job at the beginning," according to Brian. "They came to me because I knew the mechanics of the system—I had all the purchasing numbers to order these parts and could get them out the door."

Soon, Brian started fielding calls from amateur drag racers running Chrysler products, complaining that they were getting their teeth kicked in by the factory-supported racers; they wanted to know how to get the same parts as the factory teams. Selling parts outside the company was something Brian hadn't yet done, so he approached Chrysler's accounting department and found an accountant who showed him how to sell the parts to amateur racers at cost, reasoning that any money lost on the parts could be written off as an advertising expense, supporting the sale of new cars.

By the early 1960s, Brian went to work full-time on providing parts to racers, either through Bob Cahill, who managed Chrysler's drag racing program, or through Ronney Householder, who managed the company's circle track program. Brian took charge of a little warehouse of racing parts set up in the Lynch Road factory's product planning garage. "We operated as the Chrysler Performance Parts Group back then, but we also had a slogan, something like 'Call these guys to get your direct connection to the company,' " Brian said.



And so, the Direct Connection name was born. The DC name appeared in ads, catalogs, and through dealerships. DC would eventually offer performance manuals and trackside performance clinics. "We were essentially a speed shop," Brian said. "And GM and Ford both started similar programs, so we began competing against them.

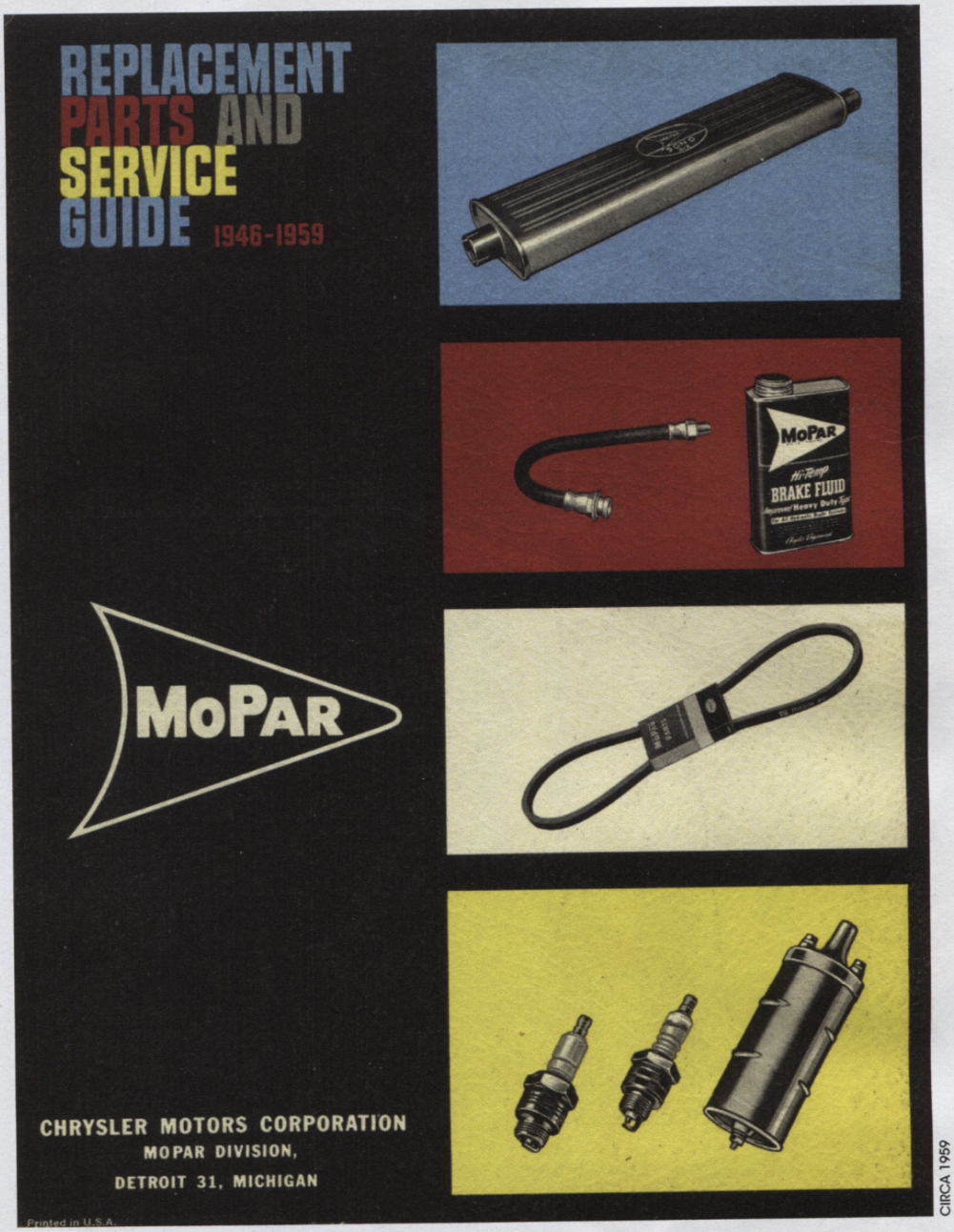
"We had some support from Chrysler, but we always had to fight the guys who wanted to see a profit out of it," Brian said. "We worked hard to make the program profitable, though I don't think we ever did make a profit with it."

Brian made sure Direct Connection kept up with the times by switching the program's focus to turbocharged four-cylinder, front-wheel-drive performance in the 1980s with Carroll Shelby's involvement with Chrysler. However, the days of the Direct Connection magic were numbered. On the day that Brian retired from Chrysler in 1987, the company dropped the Direct Connection name and replaced it with Mopar Performance.

—BY DAN STROHL



CIRCA 1956



CIRCA 1959

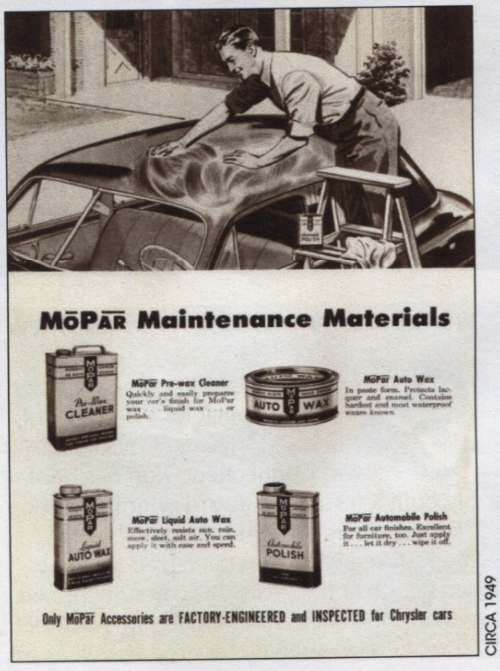
"AR," but the typeface was far less ornate, and now integrated the names of the five marques that the MoPar brand serviced.

In the late '50s, following the economic recession of 1958, Chrysler renewed its efforts to reach parts stores. It had been increasingly relying on dealership service-counter sales for its parts, but expanding its scope would put it in front of people who went to independent auto-parts stores for their maintenance needs, rather than the dealership. The thinking was that, when new cars weren't being sold, the maintenance items required to keep old ones running would continue to be a source of income. Yet another new logo arrived for 1959, this one a red delta with the MoPar name sans the bars over the letters and the addition of a patent notice, all inside a banded circle listing the names of the five marques.

Meanwhile, the MoPar high-performance story got some of its luster from Chrysler's Marine and Industrial Engine Division, which built special 413-cu.in. V-8s with hot cams, dual four-barrel manifolds, headers, windage trays, and more. The division showed off a 413 engine to one of the hop-up books at the time, and also placed an ad suggesting readers send a quarter for a *Maximum Performance Package* brochure. Rather than making someone order parts one at a time, the brochure offered an all-parts-included package from hard parts to gaskets. Response was massive.

By 1964, the hoary old CMPC name was dumped in favor of the Mopar name; it was at this time that things were streamlined, and the "P" was made lower-case. At the same time, Mopar introduced its new and enduring logo, known variously as the "Rolling M" or the "Omega M." Created by marketing manager George Robinson, the "M" debuted on Hemi-powered dragsters in 1964. Divisional names fell away, with only the Mopar name in block letters. The desire was for a contemporary look, unlikely to be mistaken for anything else; furthermore, the circle implied motion or speed. Yet, while the emphasis in the '60s seemed to be on speed, which certainly got most of the ink, the Mopar name became shorthand for the quality engineering that Chrysler Corporation had traditionally put into its automobiles.

Today, 80 years after its creation, the Mopar name remains synonymous with Chrysler, despite ownership changes in the late '90s, mid-'00s, and late '00s. As long as there are Chrysler and Dodge cars being built, there will be a Mopar. Not quite as enduring as Shakespeare, perhaps. Not yet. But it's getting there.



CIRCA 1949