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Packard Digest

"Compiled for Packard Enthusiasts Everywhere"

July - August 2017



Packard

Dan Hanlon's 1940, 1807 "Derham" Conv. Sedan

Published by
MOTOR CITY PACKARDS
of Metropolitan Detroit



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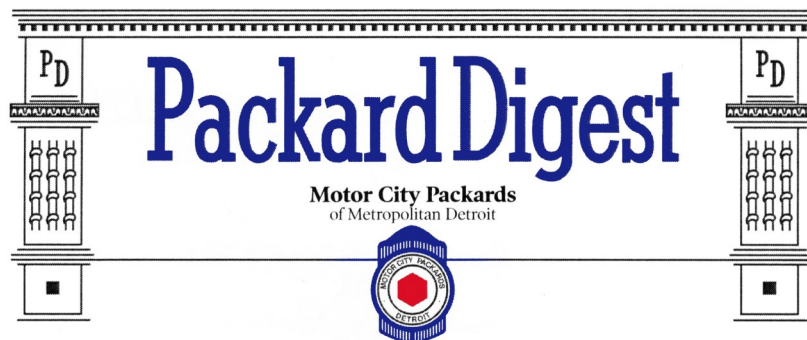
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The Packard Digest is published six times per year by Motor City Packards, a region of Packard Automobile Classics.
To join the National Club, call (763) 420-7829





From the Editor / Bob Ferrand

On the Cover of this edition is the attractive 1940 Super Eight Packard 1807, custom “Derham-bodied” Convertible Sedan owned by Buckeye Packards Ohio region member Dan Hanlon. The photograph of this beautiful car appears courtesy of photographer Don Wood III. The Derham Body Company of Rosemont, Pennsylvania built a small number of these beautiful cars, which featured a lengthened rear passenger compartment, offering greater entry and exit ease with additional leg room. Derham accomplished this by taking a 127” wheelbase Packard #1377 body, and installing it on one of the Model 1807, 138” wheelbase chassis. Additional length was then added to the floor-pan and the rear doors, creating a custom-bodied convertible-sedan much like some of the “L”s and “EL” bodied sedans that some manufacturers have offered today.

Welcome New Members...

Motor City Packards would like to extend a warm welcome to new member **Graham Kozak**. Graham, who works at **Autoweek Magazine**, owns a ‘51 Packard 200 Deluxe Touring Sedan. Graham has offered to help the club with club projects, educating youth about Packard, and as a potential volunteer with our annual Cars ‘R’ Stars show at The PPG. Graham resides in Grosse Pointe Woods, Michigan. (graham.kozak@gmail.com). Thank you, Graham Kozak... it’s great to have you on board.

We would also like to welcome returning members **Tom and Julie Smith** of Fostoria, Ohio. The Smith’s own a ‘52 -250, a ‘55-400 and a ‘56 Patrician Packard. (gandtsmith8867@sbcglobal.net) Hello Tom & Julie... very happy to welcome you to our club...



Director's Comments / by Dave Marold

Dear Members,

By the time you get this, Summer will be almost half over. So that means we still have some good driving months left. **Dave Dolby's** activities group has as usual been busy providing us with great events to enjoy. Featured in this issue are the DAC Tour managed by **Art Kirsh** and our annual Cars 'R' Stars show led by **Tom Mitchell**. Thanks to all who make these activities happen. The next Motor City event will be on Sunday, September 17 and it is the 20th Annual Orphan Car Show to be held at Riverside Park in Ypsilanti. Last year I am guessing that there were 14-15 Packards there and this year, since this will be an official Motor City Packards event, we are expecting more. If you don't have a car or can't bring it, admission is only \$6, so plan to attend and I will look forward to seeing you there. Here is the official site and look for details from MCP before mid-month in August. <http://ypsiautoheritage.org/events/orphan-car-show-riverside-park/>

By the way, if you are looking at the electronic version of the **Digest**, you can just click on the link and it will take you to their website. If you haven't provided us your email address to take advantage of the many features of the electronic **Digest** (color pictures and hot links being two), just send it to Tom Mitchell, our Membership Director at PPG408@gmail.com or call him at 586 247.5921.

I would like to thank you for the absolutely amazing response to our Member Survey. It is obvious that you care greatly about MCP and Packards. We received 105 responses from the 162 members that Survey Monkey could email or a 65% response rate. This is double what we were expecting. Out of the 25 surveys we postal mailed to members who did not give us an email address, we got 8 responses or a 32% response rate, about half the email member response rate. The combined response rate was just a tad over 60%.

I promised you we would share results, so here is a summary from the Member Survey. If you have questions or want more detail, just email me at dmарold@gmail.com or call me at (248) 349.0094.

continued...



The Packard Digest

What does our membership look like?

- Number of Years of MCP Membership: #1 Under 10 years (46%); #2 10-25 years (28%); and over 25 years (26%).
- 71% of responding members own a Packard.
- Age Distribution of Survey Responders: Under 30 = 1%; 31-45 = 6%; 46-60 = 19%; 61-70 = 51% and 76+ = 23%.
- The largest group of members live in Oakland County, 28%, 27% live outside the six-county area and the third most live in Wayne with 21%

Why do they belong to MCP?

- The **#1** reason for continuing membership is the **Packard Digest**; the **#2** reason is Car hobby-related events (like the forthcoming Orphan Car show); the **#3** reason is Packard-related events (a statistical tie with the #2 reason); and the **#4** reason for continuing memberships is the is Social Events.

What is important to them / what do they prioritize?

- Desired content in the **Packard Digest** is: #1 is Packard Vehicle articles and #2 is a tie with Packard Company/Landmark/People articles and Event coverage. Least desired articles are the 20 Years Ago articles, followed by Member Obituaries.
- As far as mailings, most important is #1 Postal Mailed Copy of the Membership Directory; # 2 Bi-Monthly (6 issues/year) **Digest**; #3 Postal Mailed Copy of the **Digest**; #4 at less than 50% are Postal Mailed Event Notifications. To me it was surprising that even among those 45 and under, receiving a Postal Mailed copy of the **Digest** is their #1 choice. Postal Mailing of Event Notifications was not important to most members, but it was to the 76 and older crowd. FYI, it does cost approximately \$4 per member per year to mail the postal mail event notices.
- 83% showed medium or high interest in Packard-Focused Educational Meetings and this was true across all age ranges.

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- **94%** showed interest in attending a Packard Only Car and Enthusiast Gathering.
- **84%** of Packard Owners said they would be interested in driving their car to an Auto-Supplier/Active Care/Education Institution, but there were comments that the active care institution while nice, would not help us with new members.
- **No One** Wanted Fewer Activities and one even asked the question, "Who would want fewer activities?"
- **89%** read emails from MCP
- **72%** seldom look at the MCP Website, but 54% would look at it more if the site was improved. By the time you get this the MCP Website should be refreshed, so check out it out at <http://motorcitypackards.com/>
- **65%** have never looked at the MCP Facebook page, but for those under age 45 only **28%** haven't looked at it or **72%** have. Check it out as it is a great source for Packard pictures and information about recent and forthcoming events. Over 500 people have liked the page. <https://www.facebook.com/MotorCityPackards/notifications/>

We also have surveys completed of other PAC Regions, Family Members of MCP Members (Extended Family) and writers from **Car and Driver** magazine. We will have key takeaways from these other surveys in our next **Digest**. The Board has prioritized action plans for second half - 2017 that we will soon begin working on to ensure the viability of our club. We have four Action Teams who are looking for volunteers and they are:

- **Action Team #1 Younger More Diverse Membership – Team Leader, Kevin Luedtke**
- **Action Team #2 Education – Team Leader, Ed Ostrowski**
- **Action Team #3 Media/Communications – Team Leader, Debra Bennethum**
- **Action Team #4 Collaborate / Avoid Fragmentation – Team Leader, David Marold**



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Our membership has remained fairly steady at 200 family members over the years, but the national club has been experiencing declines, especially this year. Again, on behalf of the Board of Directors, I would like to thank you for your support on our member survey. ***If you would like to be part of an Action Team to develop and implement changes, please call or email the team leader or me.***

You will see our Assistant Executive Director's announcement of our upcoming election and call for candidates for board positions up for election this fall. We have created an important new Long-Range Planning Director Position that you will see listed there. We also need help in most any area, so please contact me if you are willing to help in non-board positions and Kevin Luedtke for board positions. Kevin's email is KTL.711@mac.com

Lastly, I would like to thank Tom Mitchell (chair) and ALL the MCP volunteers who helped at Cars'R'Stars to make it such a huge success. Again, Motor City Packards had far and away the vast majority of volunteers there, over 75 from MCP again, more than 4 times the VMCCA. Thank you all very much and come to our annual meeting in December where you will see how the Board decides to donate the funds. We are already the largest club donor to the Packard Motor Car Foundation with over \$65,000 donated since inception.

Enjoy your summer and I look forward to seeing many of you at the Orphan Car Show on September 17 in Ypsilanti. Please don't hesitate to call or mail me with any suggestions, questions or to volunteer.

***Cordially,
David Marold***





MCP Board of Directors- Call for Nominations for the 2018-2019 Term

By Kevin Luedtke, Assistant Executive Director

Your Motor City Packards Executive Board is looking for your help in planning and guiding our Club. According to our bylaws, half of the MCP Executive Board positions are up for election every year. Our election process for this year addresses the Board positions of:

- Treasurer
- Membership Director
- Activities Director
- Assistant Activities Director
- Media Director
- Long Range Planning Director

These positions are termed for the calendar years of 2018 and 2019. Please review the accompanying position descriptions and nominate yourself to join our Board.

If, at the deadline of ***September 15, 2017***, there is more than one nomination for any position, then there will be an election using a “mail in” ballot.

All positions are considered ***OPEN*** at this time. Do not assume that the incumbent officers want to stay in office forever. Please consider getting more involved with your Club. Remember, if you lack experience, you will be trained by experienced veterans. We want you to succeed and we will not turn you loose without help. We look forward to working with all who are willing to help our Club.

Please send your nominations to:

Kevin Luedtke, Assistant Executive Director

Phone: (248) 877-3797

E-mail: KTL711@mac.com

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Treasurer: The Treasurer shall be competent in the administration of the financial affairs and follow up with the club. The Treasurer will confirm the correct “Address on Record” with the State of Michigan. The Treasurer shall receive, record, and deposit all funds received by Motor City Packards. The Treasurer shall pay, record, and report all bills of Motor City Packards, as ordered by the Executive Board of Directors. The Treasurer shall prepare a monthly, quarterly, and annual report of all receipts, disbursements, and balance on hand that is available to the club. The Treasurer shall render an annual financial report of the club at the Annual Meeting. The Treasurer shall report the club’s financial condition any time the Executive Board of Directors requests. The Treasurer shall be bonded, at the expense of the club, if the Executive Board of Directors determines this to be a wise and prudent need. The Treasurer has primary responsibility of check signing. In the absence of the Treasurer, the Executive Director is also authorized to sign checks.

Membership Director: The Membership Director shall be competent in the administration of membership data of the club. The Membership Director shall maintain an up-to-date record of all current members of Motor City Packards and be prepared to report the club’s membership condition any time the Executive Board of Directors requests. The Membership Director shall receive, process, and report to the club all new members. The Membership Director shall be responsible for the annual renewal of all memberships. The Membership Director shall collect the annual membership dues and forward them to the Treasurer. The Membership Director, with the assistance of the Editor, shall prepare and publish a directory of the membership of Motor City Packards every other year. The Membership Director shall render an annual membership re-port of the club at the Annual Meeting. The Membership Director shall prepare a nametag for any current member desiring one. The Membership Director shall answer all correspondence pertaining to membership.

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Activities Director: It shall be the duty of the Activities Director to plan and arrange suitable events for the club. The Activities Director is to organize an Activity Committee selected from the general membership (couples are encouraged, to insure that a broad range of ideas are explored) to plan the yearly events. The Activities Director shall present the activities, as proposed by the Committee, to the Executive Board of Directors for their input and approval. With approval, The Activities Director will appoint a Committee member (or couple) to manage the individual event. All such plans, after approval by the Executive Board of Directors, are to be provided in advance notice to the membership. The Activities Director will appoint a Committee member to publish a calendar with activity dates planned at least six months in advance, and supply the same information to the Editor for publication in The Packard Digest, and to the webmaster for publication on the website. This person will be responsible for creating and mailing the necessary fliers for each event to the general membership, or the Activities Director can direct the person/persons managing the event to accomplish this task. A Summary report of the event is to be generated by the event managing team and given to the Editor and the Media Director.

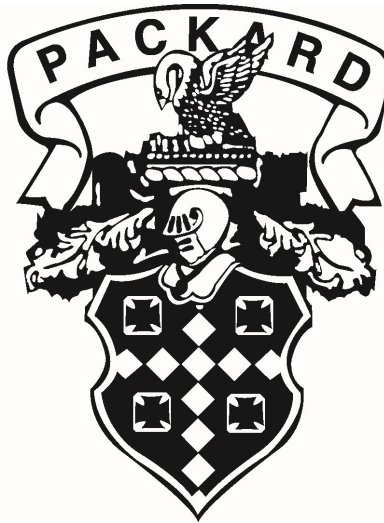
Assistant Activities Director: In the absence or disability of the Activities Director, the Assistant Activities Director will have the powers and perform the duties of the Activities Director and shall become familiar with all the necessary functions of the Activities Director. When required, the Assistant Activities Director shall support the Activities Director in the management of current activities and pursue special assignments as requested by the Activities Director.

Media Director: It shall be the duty of the Media Director to manage the Club's Website and Facebook site and other social media sites. The Media Director is authorized to seek outsource services to improve functions of the website or social medias services. The Media Director may appoint agents to post on the website as new activities and events come up. The Media Director will also manage the Club's Facebook page and other social media sites, authorize agents as appropriate and keep the page updated with MCP events as well as Packard vehicle photos and other Packard related news. *continued...*



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Long-Range Planning Director: The Long-Range Planning Director leads efforts to articulate (*or re-confirm*) the desired ‘future state’ for Motor City Packards, the perceived shortfalls to that future state, and the actions necessary to address the shortfalls. Where strategies and plans have not yet been established, this position will formulate, and recommend for Board approval, such strategies and plans aimed at supporting the long-term viability of Motor City Packards. Where strategies and plans have already been agreed, this position will coordinate implementation and necessary refinements /adjustments.





Calling All Writers & Researchers...

The Packard Digest, the MCP Website, and the MCP Facebook page collectively provide a great opportunity to preserve the Packard legacy by educating the reader about Packard's products, the people who worked at Packard, Packard's contributions to Michigan and America, and the Packard landmarks that still exist. Many of our members are true 'enthusiasts' in this regard, and we welcome your contributions as a researcher and/or writer.

If you have an interest in helping to preserve Packard's legacy through the 'written word', please contact Assistant Editor Ed Ostrowski by phone at (734) 536-6421 or by email at ostrowski4@comcast.net

Thank you!





Groundbreaking Ceremony at the Packard Plant in Detroit Kicks Off 500 Million Dollar Restoration Initiative... (Story by Dave Marold)

May 16 was a big day at the Packard Plant with the ground breaking beginning Phase 1 of the restoration of the Plant's Administration Building. Fernando Palazuelo, the Spanish-born developer who purchased the Plant at auction in 2013, and many local politicians were on hand for the festivities. MCP Activities Director **David Dolby** brought his 1956 Executive, and Treasurer, **Paul Gallagher** brought his 1949 Deluxe 8. Other MCP members in attendance were Projects Director **Bruce Blevins**; **Steve Cizmas**; **Howard McLauchlan**; Executive Director, **David Marold**, and new member **Paul Walter**.

Fox 2 News provided excellent coverage of the event and also conducted an interview with MCP's Treasurer, Paul Gallagher which can be watched at the following link: Detroit Packard Plant \$22 Million Renovation Begins ----- <http://www.fox2detroit.com/news/local-news/254941848-story>

At the ground breaking, Bruce Blevins and Dave Marold made the acquaintance of C.K. "Skip" Gibson, who said that he was one of the last, and probably *the* last salaried employee at the Packard Motor Car Company. We were planning on inviting him to speak at an event, but sadly he died on July 13 at the age of 92 years of complications from a fall.



Left: Paul Gallagher and Bruce Blevins pose for a photo at the Packard Plant in Detroit...



Dave Dolby of New Baltimore wipes his 1956 Packard Executive on Tuesday, May 16, 2017 while attending the groundbreaking ceremony for the Packard Plant rehab in Detroit. Dolby brought the car to celebrate its' 61st birthday. "She gave me a birthday getting here," Dolby said. (Photo: Ryan Garza, Detroit Free Press)



Top: Dave Dolby pampers his '56 Executive in front of the plant where it was built... Above: Paul Gallagher's '49 Deluxe 8 Sedan... Right: Developer Fernando Palazuelo discusses the project...





MCP Tours the Detroit Athletic Club...

Story & Photos by Art Kirsh

On a beautiful, sunny Memorial Day weekend, when most folks head outside to enjoy the spring weather, MCP members headed *inside* to an historical institution... the Detroit Athletic Club.

Having the rare opportunity to visit this private, elegant downtown Detroit landmark which was designed by *world famous* architect Albert Kahn, is quite significant to Packard folks, as one of the founding members of the DAC was Henry Joy, President of the Packard Motor Car Company, whose portrait hangs large and proudly in the lobby of this historic building.

Most of the attendees met and parked at our *tried and true* restaurant, Z's Villa, and were bussed downtown on the complimentary shuttle service by Randy, our excellent driver. We were met by two knowledgeable and delightful guides, Michael Crane and Ken Katz, who led us on a tour of the art and architecture of this classic building.

We viewed many paintings and portraits throughout the building, and examined the restoration of the interior rooms, wall paintings, murals and mosaics, which had accumulated many layers deterioration from smoke and dust over the years. It was a beautiful tour of a beautiful Detroit institution.

Following the tour, we gathered back at Z's Villa for lunch, and were waited on attentively by Amber and Lena. After lunch, a few adventurous MCP'rs took a ride on the new Q-Line streetcar down Woodward avenue and then back again. The Q-Line is complimentary this summer, thanks to some of the local businesses.

Downtown Detroit was a hub of activity on this day... and it is great to see life retuning to our city...



Left: MCP Group Photo

Right: Ornate dining room and floral arrangement...



Left: Member Carlossee Lumpkin poses for a photo in front of a grand fireplace at the Detroit Athletic Club...



Cars 'R' Stars-2017 at the PPG

By Tom Mitchell

This was our eighth time presenting Cars 'R' Stars @ PPG, and we have been rather lucky over the years. Our show was only affected by inclement weather twice. For 2017, wishes were granted and prayers were answered; although it was a bit warm, we had a really good weather day. The show was a huge success with 321 registered cars. Over 3,500 people were in attendance, the most we've ever had. We received many compliments at the exits like "great show", "beautiful grounds", "outdid yourselves", "the best ever". People clearly liked Cars 'R' Stars @ PPG.

The Feature Display theme this year was "Hoods in the Rear" and 31 rear-engine (including a few mid-engine) cars were registered for the highlighted Feature area. Steady crowds around the Feature Display proved it was popular. We were most fortunate to be able to include three very rare Stout Scarabs. Only 9 were produced, and this was believed to be the first time three of them would be shown together since 1936. Committee member **Don Sommer** played a pivotal role: calling, encouraging, cajoling, schmoozing, whatever it took to get the unique display of these super-rare cars committed. In addition, we showcased MCP member **Ted Stahl's** Tucker 48, and his very unusual 1948 Tatra T-87 sedan. Several very interesting Corvairs, Porsches, VWs, Fieros and even an Amphicar shared the display area with a little Fiat Jolly. Stunning BMW Isettas were shown by their two proud owners, MCP members **Deb Bennethum** and **Greg Petrovich**. Greg's has been show-ready for a while and appeared at this year's Autorama while Deb's little car had only been completed just before Cars 'R' Stars, its first showing.

There were a total of 25 Packards parked in the courtyard between the Repair Garage and the Gate Lodge. Most were shown by Motor City Packards members and 8 of them were displayed by the Packard Motor Car Foundation. **Dan Sommer** brought his outstanding 1908 Packard which was easily the oldest car in the show. In addition, the 20's, 30's, 40's and 50's were all well-represented.

continued...



Our thanks to members **Jeff Bladow, Dave Dolby, Richard Kughn, James Larive, John MacArthur, Jeff Mandziuk, Michael McKeown, Neal Porter, Joel Ray, David Snyder, and Roger Swantek** who helped to round out the very impressive Packard display. The level of participation by our Motor City Packards members helps to make this a unique show.

Inside the Engineering (Tank Test) Building, visitors were delighted to see Gar Wood's Miss America X race boat along with an array of over 25 vintage bicycles and Whizzer motorbikes. This naturally cool building provided some relief from the heat, but many attendees agreed that the fully air-conditioned Repair Garage was the best spot for a break. It was a great place to sit down and enjoy a National Coney Island hot dog.



*When was the last time
that you saw 3 Stout
Scarabs in the same
show?*



The Packard Digest

Many MCP and VMCCA members showed their cars. For show volunteers this represents a special effort in addition to their work, all for the benefit of the show. We are fortunate to have nearly 100 volunteer workers from the Motor City Packards, VMCCA and the Packard Motor Car Foundation including many family members, friends and neighbors who also offered their services. We could not put on this show without the tireless efforts of our volunteers. Many of them came on Saturday and very early on Sunday to prepare for the show, perform set-up, and attend training for new procedures. Don Sommer, Bruce Blevins, Dave Dolby, Ruth Cheshire, Dennis Kuhn and myself make up the Core Group who work all year to plan the show. Department Managers work diligently to oversee planning of all aspects and execution on show day. They are: Bruce Blevins, Registration; Dennis Kuhn and Dan Sommer, Judging; Leo Shedden, Show Car parking; Dennis Olivieri, Public Parking; Roger and Joan Luksik, Admission Gates; Paul Gallagher, Treasurer; Dave Dolby, Swap Meet; Dennis and Gail Kuhn, 50/50. Space won't allow us to mention every volunteer worker, but all of them performed valuable tasks - many of them had two or more jobs - and all are highly appreciated.



A pretty pair of Buicks: (Left) a '53 Skylark owned by Neal & Lois Porter. (Right) a '48 Buick "Super" Conv. Owned by Richard Kughn...

We'll return next year on the second Sunday of June, and we invite everyone back to the show on Sunday, June 10, 2018. We'll be recruiting volunteers again, so please consider answering the call and joining us for an enjoyable day. If you haven't done it before, don't hesitate. We DO have fun, we welcome new volunteers and you will be working with a very dedicated group.



Photos courtesy of Bruce Webster, Roy Rodgers (aerial), Tom Mitchell, John Northrup and Bob Ferrand



Aerial overview of Packards parked on the driveway between the Lodge & Engineering buildings.



Amazing assortment of Bikes...



1961 Corvair 95 Rampside Pickup



'48 Tucker owned by Ted & Mary Stahl...



'67 VW Micro Bus owned by Richard Larabee



'48 Tatra owned by Ted & Mary Stahl...



Highlights from the 52nd PAC National Meet in South Bend, Indiana on June 19-24 by Dave Marold

Motor City Packards had excellent representation at the 52nd National PAC meet 21 families registered and 7 Packards. Several MCP members won trophies and details of the winners will be provided in an upcoming *Cormorant News Bulletin*.

It was a great tour starting with the Monday evening dinner at “Tippecanoe Place”, the former Studebaker mansion with 41 fireplaces and more rooms that is now a fine dining restaurant. Tuesday was a bus trip to the Auburn, Cord, Duesenberg Museum in Auburn, Indiana. Wednesday was a meeting and SWAP meet run by Motor City Packards former Executive Director and PAC Director, **Joel Ray**. On Thursday, there was another bus trip, this one to the Gilmore Museum in Hickory Corners, Michigan. Judging Day was Friday on beautiful Kamm Island in nearby Mishawaka. The banquet was held on Friday night and Kari Smith of Arte’ Express updated PAC members about the progress at the Packard plant. Lastly on Saturday there was an opportunity to drive your Packard around the Studebaker test track which is now owned by Navistar.

Your Executive Director attended the PAC Board of Trustees Meeting and can report that financially PAC is in good shape with \$227,000 in the bank which is about the same as last year. The news is not so good as far as membership is concerned in the last reporting period. Membership decreased by 108, down from 3,579 to 3,471. This is on top of the loss of 178 members reported at the May 12 Board Meeting. Unfortunately, there is no plan to address this declining membership. Your Executive Director inquired about that at the meeting and presented the results of the PAC Regional Survey conducted by MCP.

The following MCP members brought Packards to the event:

Gourley - ‘40 120 Conv. Coupe; **Minnie** - ‘36 Sedan; **Porter** - ‘39 12 Town Car; **Ray** - ‘56 400; **Roth** - ‘32 901 Sedan; **Tuls** ‘32 902 Coupe... **21 MCP families were registered attendees...**

continued...



Future PAC meets are schedule as follows:

- 2018 Columbus, Ohio, July 1-6 (listed on the PAC Website that way)
- 2019 West Lafayette, Indiana
- 2020 Santa Rosa, California

If you have never attended a PAC national meet, it is generally the greatest assembly of Packard cars held each year in the country if not the world. There is always a large number of vendors and a great place to find parts. Lastly, there are always interesting tours to take and opportunities to meet people who share your love of Packards.



Top Left: Neal & Lois Porter's '39 Packard 12 Town Car

Top Right: Joel Ray's '56 400 / 2Dr. H.T.

Bottom Left: Roth's '32 901 Sedan.

Bottom Right: Tuls '32 902 Coupe



The Packard Digest

The Packard Product...

By Ed Ostrowski

The 1937 Packard Six



Over the years, Packard made multiple attempts to introduce a low-priced model that would grow volume while avoiding a fatal compromise to the Packard Brand. The Junior Packard Six introduced in 1937 – the subject of this article – was quite successful in growing the volume, but many would say that it ultimately did compromise the Brand.

Packard gained a progressively higher share of the luxury car segment in the early 1930's, but the absolute segment volume had declined to the point where *any* share short of 100% might have been unprofitable. The Light Eight of 1932 had not proven to be the correct 'formula' for broadening the line-up at the low end, and Packard determined that a wholly-unique, mass-production-focused vehicle was required. The result – the 120 introduced in 1935 – was immediately successful and reestablished solid profits for the company.

The people who designed, manufactured, and sold the 120 were cut from a different cloth than the prior Packard personnel. Volume was the goal, with lower unit margins offset by volume growth. For possibly good reasons at the time, Packard judged that reaching further down in price (*below* the 120) offered a better growth opportunity than closing the gap between the 120 and the senior cars. Without a doubt, that was true from a near-term volume perspective, but the longer-term implications – both total volume and total profit -- were much less clear.

In any event, the direction to move down in price led to a new offering for 1937 – the Packard Six, known internally as the 115-C (complementing the new 120-C nomenclature for 1937). Emulating both senior model and competitive practices, the 115-C was essentially a 120-C with five inches removed from the wheelbase – all ahead of the cowl. This was the most cost-effective way of producing a smaller vehicle – it avoided any tear-up to the body structure, and the major tooling (mechanicals aside) related to new fenders, aprons, and hood panels. Interior appointments were less-lavish, but the 115-C interior package was dimensionally identical to the 120-C.

continued...



The 120 vehicle architecture (and good package efficiency) dictated that the 115-C engine be shorter to fit in the five-inch shorter engine compartment, neatly suggesting a six-cylinder for reasons of both package and cost. And so, the new lower-priced Packard was a Six – specifically, a 237 cubic inch unit rated at 100 horsepower resting on a 115” wheelbase. The 120-C remained at its 1936 specifications of 282 cubic inches, 120 horsepower, and a 120” wheelbase – ‘a horsepower for every inch’ as advertised at the time. Both cars featured 4-wheel hydraulic brakes and independent front suspension, as introduced on the 1935 120. The 115-C employed a 4.36:1 rear axle as standard; the 120-C used a 4.09:1 ratio as standard.

Body-style availability on the 115-C was similar to the 120-C. Both cars offered a Business Coupe, a Sport Coupe, a Touring Coupe, a Sedan, a Club Sedan, a Convertible Coupe, a Touring Sedan, and a Station Wagon. Unique to the 120-C was a Convertible Sedan and (late in the year) two 7-passenger models – a Touring Sedan and a Limousine – on a 138” wheelbase and designated 138-CD.

Without a doubt, the Six/115-C was a good seller. Packard set an all-time volume record for the 1937 calendar year, and 115-C production of 65,401 units accounted for 53% of 15th Series volume (which totaled 122,593 units). 120 volume declined from 55,042 in the 1936 14th Series to 50,100 (including the 138-CD) in the 15th Series, so the Six did represent incremental business. Senior car volume stayed about even between the 14th Series and 15th Series, helped by significant mechanical upgrades in the latter Series.

To Packard’s credit, they did introduce deluxe versions of the 120-C (referred to as 120-CD) as a move ‘up’ action in the 15th Series, but the 120 parentage was obvious with this nomenclature. Three models were available – Touring Coupe, Club Sedan, and Touring Sedan. Regrettably, they did not consider (or more likely, could not package) the 320 cubic inch engine on the 120” wheelbase and calling it a ‘Packard 140’. This action was taken two years later in 1939, for the new Junior-based 127” wheelbase ‘Super Eight’.

continued...



The Packard Digest

In the 1937-41 period, the Six would be the highest-volume single product for Packard in every model year. To that extent, this model came to 'define' Packard in the minds of many consumers, especially younger buyers. This would prove to have long-term implications for the Packard Brand, and not in a positive way. While the 120 saved Packard, it's difficult to demonstrate that the Six did the same.



The 1937 Packard Six was *All-Packard*... Not sacrificing quality of engineering, or even style.



*MCP announces the arrival of our new **Packard** baseball caps...*

*Prices: Baseball Caps - \$15.00
Visors - - - - - \$20.00
Flat Bill Caps - \$20.00
Bush Hats - - - - \$25.00*

All items can be embroidered with either;

Packard

Packard, Ask the man who owns one

Packard, Ask the woman who owns one

Packard, Ask me I own one

They come with non-structured fronts, and either cloth straps with buckle, or Velcro fasteners in a variety of different colors...



Contact Bruce Blevins: 9157 Timberline Dr., Grand Blanc, Mi. 48439 / blevinsb33@aol.com



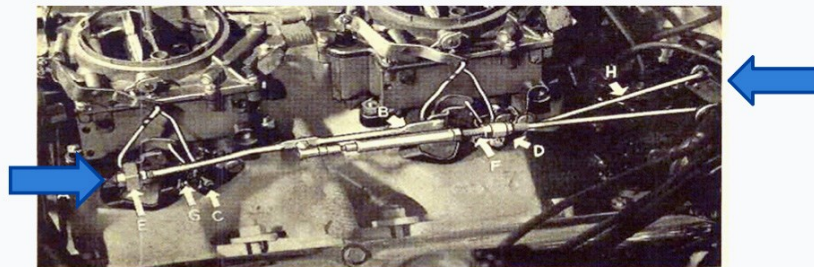


Attention!

'55-'56 Packard V8 (Dual-Quad) owners... 1955 & 1956 DUAL CARB LINKAGE PROJECT

Motor City Packards is considering reproducing the linkage pieces for the dual-carburetor set-up for the 55th and 56th series Caribbeans, both manual and automatic. The kit will consist of all parts from the accelerator bracket to each of the carburetors. Parts will be made to the original Packard blueprints, except will be made from 300 series stainless steel. Which set-up kits we first manufacture will be dependent on the demand we receive. Introductory offer price will be \$300.00 per kit for orders taken before September 1, 2017. Price after the introductory offer expires on Sept. 1st, will depend on remaining demand, and costs at that point.

Send reservation and check to: Motor City Packards, 9157 Timberline Dr., Grand Blanc, Michigan 48439 List name, address, year and transmission set up. If the demand does not warrant the manufacturing of these kits, your money will be returned. Checks will not be deposited until delivery is guaranteed.



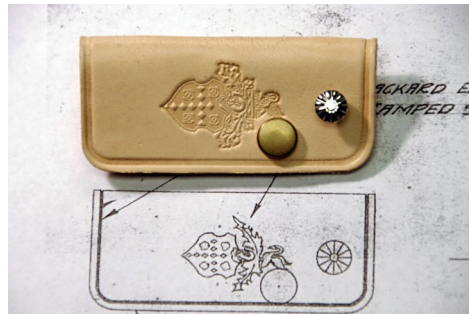
'55-'56 Packard Caribbean Dual-Quad carburetor linkage...



Authentic Reproduction Packard Key Fob...

The perfect complement for your Packard automobile...

These beautiful reproduction Packard Key Fobs are manufactured from original Packard drawings. Made from fine lambskin hides, featuring the Packard Crest on one side, and the advertising slogan... "Ask The Man Who Owns One" accurately embossed on the other. Price is \$10.00 /ea.- *plus* \$3.00 shipping to addresses in the U.S. only. For International shipping quotes, and for ordering contact Bruce Blevins, 9157 Timberline Dr., Grand Blanc, Mi. 48439 / blevinsb33@aol.com





Packard

Technician's Corner

By Bob Ferrand



As we continue our discussion regarding vapor-lock, it's important to know that when a liquid is put under pressure, the boiling point of that liquid rises (*this is why your engine's cooling system is pressurized, to prevent the coolant from boiling out of the radiator under extreme conditions*), and conversely, when the liquid is under a condition of vacuum (*or reduced atmospheric pressure*), the temperature at which the liquid will boil is reduced. It is due to this relationship that in our "older" automobiles which utilize a mechanical fuel pump, gasoline will have a tendency to boil first on the suction side of the fuel pump. When this occurs, the mechanical fuel pump's diaphragm, and also the fuel line and the inlet cavity of the pump can suddenly be left void of liquid gasoline, with only vapor remaining in the pump, allowing the carburetor to starve for fuel, and the engine to quit running. When that happens, fuel being supplied to the pump is interrupted by this pocket of vapor, until the temperature is reduced enough in that area for the vapor to condense. The flow of gasoline is then restored to the fuel pump.

In order to remedy this situation, steps need to be taken to make sure that the engine's cooling system is operating efficiently (*no blockages or restrictions of coolant or airflow... a correctly functioning thermostat, and also smooth operation of the shutters if so equipped*). If you are satisfied that the cooling system is operating efficiently, then we will need to examine the fuel system to make sure that nothing in that system is impeding the flow of gasoline between the fuel tank and the carburetor. Things that can cause this are kinks in steel fuel lines, collapsed rubber fuel hose between the fuel tank and supply line, and collapse of the fuel hose between the supply line and the fuel pump. This hose may have a flexible steel braid surrounding it to protect it from kinking, and also chafing against the frame of the vehicle.



Often, these hoses may look just fine externally, but may be collapsed on the inside, causing a serious restriction in fuel flow. Another thing to look out for are these brass plumbing fittings that may be installed on the fuel pump. I have seen these to be the cause of a fuel starve on some of the cars that I have worked on. If your car's fuel system was engineered with 5/16" steel fuel line supplying fuel all the way forward from the tank, then you must ensure that that 5/16" diameter is maintained even when the fuel must pass through a brass fitting on its way into the fuel pump. Although some of those plumbing supply fittings that wind up on our cars may accept the male fitting from the supply line, they can have a much smaller, diameter orifice on the inside of the fitting, seriously impeding fuel flow. In some cases, you can drill these out from both ends in order to ensure that proper volume of fuel flow is maintained through that fitting. If drilling is not a good option, then you will need to find a more suitable fitting.

Of course, your mechanical fuel pump's spring and diaphragm, if weak, can contribute to a fuel starve as well, so if you can't remember when it was rebuilt or replaced, it may be time for a fuel pump teardown and rebuild. Some of our cars were equipped with a heat shield mounted at the fuel pump, to help minimize heat transfer from the engine fan to the fuel pump housing. Even the proximity of your car's exhaust pipe to the fuel tank can cause the fuel temperature to rise in the tank, exacerbating fuel vapor-lock issues by the time that already *pre-heated* fuel reaches the fuel pump.

An electric fuel pump can of course overcome many of these issues if it is properly installed. It also saves considerable wear & tear on your starter and battery, when your car sits in storage, as most of our seasonally used cars do. Install the electric pump as close to the fuel tank as is practical to do. This provides a longer run of pressurized fuel forward to the engine compartment, and allows the electric pump to operate more efficiently.

I recommend using Marvel mystery oil as a fuel additive. Benefits include the reduction of corrosion in your fuel tank, and top cylinder lubrication of valve guides and rings in your engine. I do not recommend adding diesel fuel or kerosene to your gas tank. Research on this indicates that it can only cause problems, not remedy them.



2017 Motor City Packards Activities

- August:** Saturday August 5th - 10:30 A.M. - 2:30 P.M. / Tour of the Detroit Yacht Club and Luncheon / Leo & Jennifer Shedden will be the event coordinators.
- Sept:** Sunday Sept. 17th / 9:00 A.M. - 4:00 P. M. Orphan Car Show - MCP group parking provided. Paul Gallagher - event coordinator.
- October:** Sunday October 15th - 12:00 - 5:00 P.M. / PPG Open House. *Special Packard Parking* Tom Mitchell / Event Coordinator.
- Nov:** Sunday November 19th - 2:00 P.M. / At the Tipping Point Theater in Northville, Mi. / “Office Hours” by Norm Foster / Dinner at the Deadwood Bar & Grille / Dave Marold - event coordinator.
- Dec:** Sunday December 3rd - 5:30 - 9:00 P.M. / Annual Dinner Celebrating the Region’s Birthday at the Gazebo in Warren, Mi. / Lois Porter - event coordinator.





Twenty Years Ago
July-August / 1997

Digest Editor Mark Wilson described the trials and tribulations experienced with his 1938 Packard 120 Sedan, including a generator failure, a water pump failure, and a radiator rebuild; ultimately he was rewarded with a trouble-free round-trip from Ray Township to the National Museum of the Tuskegee Airmen.

Plans for already afoot for the 1998 Perrysburg Meet, with Chairman John MacArthur outlining plans for the event. A Notice regarding a proposal to host the 2003 National Meet, citing the historical significance of that year, was also provided by John.

A. J. Balfour provided an in-depth article regarding Packard's process for painting vehicles, circa May 1928. The article, which originated as part of a factory publication series, described the characteristics of the paint (nitrocellulose lacquer), its superiority to the prior varnished finishes, and the step-by-step process for surface preparation, paint application, drying, and final finishing.

The donation of a 1951 Packard Pan American convertible by Mr. J. B. Moran to the Detroit Historical Museum was covered through a reprint from the Museum magazine. A full restoration was planned to support the Meadowbrook Concours that August.

MCP, along with five other clubs, enjoyed a warm (90 degree) Ice Cream Social at the home of Lee and Floy Barthel. Around 250 people attended. Several MCP members also attended the first annual (and cold and wet!) Ypsilanti Orphan Car Show. And two MCP members (displaying Packards from 1909 and 1938) attended the second annual 'Bumpers for Babies' Classic Car show at the Detroit Medical Center.



The Classifieds...

Classified advertisements are available to members at no charge. Unless requested to do otherwise, the editor reserves the right to remove ads after a period of four (4) months.

PACKARDS FOR SALE

1938 Packard, 1604 Super 8, 5 pass. Coupe... Quick starting, runs very quietly, beautiful interior, dark blue exterior color. VIN # 11172032. mileage: 74304 Superb Condition. / Contact: Mike Burgess (810) 650-5108 or Dave Burgess (810) 650-5107.

1947 Packard Super Custom Clipper, Packard Blue with Tan interior, overdrive, radial white wall tires. Great Driver, approx. 80-85 point car, ideal for touring. Asking \$20,000 obo. Contact: Lee Belf (248) 647-2131 or (248)496-5785.

1949 Packard (23rd Series) Deluxe Eight Touring Sedan (Blue exterior - Tan interior) Looks & Runs good... \$10,000 in upgrades including: New floor boards, new exhaust, new battery, new brake lines, new upholstery. Asking \$8,000.00 - eager to sell / make an offer. Car is located in Irish Hills. We can email or text pictures. Call Ron (734) 323-3830 or besmi9792@gmail.com

1929 Packard 626 Sedan (Asking \$35,500.00) Car belonged to my father, and is in excellent condition. The gas tank & luggage rack need to be attached. Call Peter Mularoni (603) 498-0983 / pmularoni@hotmail.com

1940 Packard Super 8-160 Touring Sedan 1804. 138" W.B. , dual side mounts, radio & heater, banjo steering wheel. Nice older restoration that can be excellent with some TLC. Car has professional interior restoration in correct materials, and correct wood-graining on dash & trim. Maroon finish will require touch-up & polishing. Engine has been completely rebuilt and runs great, but block has developed an exterior crack, just below cylinder head. This should be repairable. Priced to sell at \$27,500.00. Call Judy at (248) 380-0222.

PARTS FOR SALE

PRE WAR PARTS:

Just about any machined part reproduced in stainless or as original. Over 120 different parts in stock. Lug bolts, bumper bolts, shackle bolts, Tripple light bolts and nuts, acorn nuts, washers, engine studs, nuts and washers, AC spark plugs, open car wiper arms, '33 and '34 battery box covers, 9th and 10th series driver's side tail-light stanchion (ready to mount), V-lenses and bezels, '33 and '34 Super-8 fender lights, '32 and '33 running board moldings, inside side-cowl panel board with correct pattern cut into board, many parts for the Bijur system, Stromberg EE-series carburetor parts, tire mounting studs, late 30's auxiliary trunk rack hold-down bolt. Email me for my pictured catalog. Send original part, part number or print. Have over 35,000 Packard part blueprints. **Bruce Blevins** 9157 Timberline Dr., Grand Blanc, Mi. 48439, (810) 287-7722 / blevinsb33@aol.com

POST WAR PARTS:

'55 & '56 Caribbean antenna nuts, '48-'56 fender skirt bolts. Email me for my pictured catalog. Send original part, part number or print. Have over 35,000 Packard Part Blueprints. **Bruce Blevins**, 9157 Timberline Dr., Grand Blanc, Mi. 48439, Phone number; (810) 287-7722 / blevinsb33@aol.com.

EARLY PACKARD PARTS:

Priming cups for 6, 8 & 12 cylinder cars,



some motor fastener studs & nuts, door lock lever, shackle bolt grease cups, Prestolite parts, headlight connector parts. Email me for my pictured catalog. Send original part, part number or print. Have over 35,000 Packard part blue-prints. Have 2 pads of prints for 1903 model "F". Bruce Blevins, 9157 Timberline Dr., Grand Blanc, Mi. 48439 / (810) 287-7722 / blevinsb33@aol.com.

AMERICAN ARROW CORPORATION: Stainless steel mascots, spot lights & Pilot Ray turning lights, new wire wheels & wind wings, tonneau shields, automotive art & awards, bronze and stainless sculptures by **Don Sommer**. Call or email for catalog. (248) 435-6115, dsommer@tc3net.com

1955 & 1956 Senior carpeting in copper, black, green, blue & grey. This material has not been available since Packard quit selling it. Limited supply. Call **Neal Porter** (248) 693-1907

MISCELLANEOUS

HEATED CAR STORAGE. Near Dequindre & 10 Mile Rd. Reasonable monthly rates. My Packard is there and yours could be also. Contact Paul Pebbles at (248) 840-1782 or e-mail at warrenclassics@gmail.com

KOFFELS PLACE INC. & KOFFELS PLACE II: Even though our shops in Mich. and Ohio are primarily race engine facilities....we have done many restoration engines for Packards, numbers matching restored engines of all makes and antique boat motors. We have a complete "in-house" machine shop and dyno test facility at both shops. You can check us

out at B1HEADS.com web site or e-mail: DSKoffel@aol.com or call 248-363-5239 (MI), or 419-433-4410 (OH).

CONSIDERING SELLING one or all of your classic cars? We have over 50 years of experience and access to an extensive network of collectors worldwide. Call or email **Don Sommer**: dsommer@tc3net.com (248)321-5066 or Lolly Bezy: lolly@bid123sold.com (248) 225-5359.

PACKARD WRISTWATCHES. Original design, men's and ladies. New "Approved Packard Service" available in silver, and gold tone. Either style/color \$99.50, plus \$3.95 shipping, while they last. **Charles Lachman**, 68681 M-51, Paw Paw, MI 49079. (269) 657-7111. colordiamonds@email.com Officially Licensed Packard Club PAC product.

For Sale: Tool carts, (2) sizes, limited quantities; great for working around cars; 3 shelves; plastic corners. Small size cart measures (28" x 18" x 9") Large size: (33.5" x 20" x 10"). All are grey; (*Normal retail price is over \$100.00*). Price is \$75.00. Some assy. Required. Contact: Bruce Blevins, 9157 Timberline Dr., Grand Blanc, Mi. 48439. (810) 287-7722 / blevinsb33@aol.com

The
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Digest



The Packard Digest

WANTED

Wanted: Packard Cormorant & Cormorant News Bulletin (Back issues) Looking to trade for missing issues. **Also looking for any issues of The Packard News** published for Packard dealer body. Marvin King (586) 294-2798 or (313) 770-5037 (Cell).

Wanted: Packard Service Counselors. Buy or trade to complete my collection. Neal Porter (248) 693-1907 or (248) 693-2648

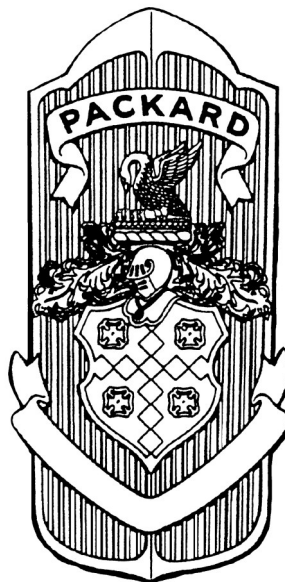
Dock and Bay Aerial Photography: Stunning perspective not available from ground level photography / See some exciting examples of our work at dockandbay.com and on facebook at Dock and Bay. We are FAA approved for commercial work. To schedule your session for spectacular aerial photos and video of your special car, boat, place or event. www.dockandbay.com or call Keith & Debbie Redlin at (248) 881-2861.

1937 Packard 120 Conv. Coupe: Need complete front seat assembly including tracks, frame, seat cushion & seat back; will consider parts. **Contact:** Bob Carpenter @ (248) 921-0388 or goodolcars@msn.com

Pair of Headlights to fit 1939 Packard 120; must be bulb type, not sealed beam. Contact Keith Hensley, Farmington Hills. (248) 227-2301 or hensley1938@yahoo.com

Wanted: Your Packard stories, experiences, etc. The Packard Digest would like to hear from you, MCP members...

Any Packard related, text and or photos of your own personal experiences with your cars while attending events, touring, or even things that you learned while working on your Packard. Please consider taking the time to write them down, and include any corroborating photos that you would like to see published in an upcoming issue of the Packard Digest... Thanks, Bob Ferrand / Editor.





The **NEW** **PACKARD**

with the fabulous Torsion-Level Ride



THE MAGNIFICENT PACKARD PATRICIAN—“ASK THE MAN WHO OWNS ONE!”

More Engineering Advancements than any Automotive Achievement of Our Time

America has a new choice in fine cars—the great *new* Packard . . . the result of years of planning, designing and testing to build an individually distinctive automobile embodying more engineering advancements than any automotive achievement of our time. You will find it the finest, most luxurious car in a long line of history-making Packards.

NEW TORSION-LEVEL RIDE automatically levels the load . . . smooths the road. Imagine not knowing or caring whether the road under you is rough and pitted or boulevard smooth! Incredible? Yes! You see, in the *new* Packard, instead of using conventional coil or leaf springs in an attempt to “cushion” the bumps, full-length torsion bars absorb road shocks automatically *before they can reach you*. And an ingenious power-controlled levelizer keeps the *new* Packard on an even keel. Compare this *new* Packard with the car you think is the finest made in America today. Then let the ride decide. You’ll find driving the *new* Packard is easier, less fatiguing, and much safer.

POWER-PACKED PACKARD V-8’S . . . WORLD’S MOST POWERFUL ENGINES . . . built by the master motor builders who pioneered the V-type engine . . . uses the Packard-developed “free breathing” principle to produce the most powerful engines in any motorcar . . . 260 horsepower . . . 275 in the Packard Caribbean.

NEW TWIN ULTRAMATIC TRANSMISSION. Actually two automatic transmissions in one—with a choice of two starts. Simply select the start you want. With either instant take-off or cruising glide, you’ll note the difference on the open road or in traffic.

ADVANCED GRACEFUL STYLING. Long, low lines . . . massive grille . . . distinctive rear deck . . . every detail of design, like the exclusive Dual Courtesy and Safety Light, forward of the rear fenders, bespeaks Packard distinction and good taste. Breath-taking colors and textures reflect the decorator-smart fashions of today’s finest homes. Your Packard dealer will be pleased to demonstrate this *new* kind of fine car.

Nothing on earth rides like the *new* Packard

Visit your Packard Dealer . . . LET THE RIDE DECIDE



One For The Road...

Last employees of the Packard plant in Detroit...

Charles J. (Skip) Gibson, the last employee to close the doors at the Packard plant in 1956, passed away this summer on July 13. Skip was 92 years old. Gibson, who worked in the Administrative Services Dept. at Packard, watched for many decades after the plant's closing as the sprawling auto plant decayed into ruin, awaiting either a savior, or a date with the wrecking ball. A memorial service will be held on Wednesday, August 2, at 3:00 P.M. at Christ Church, 61 Grosse Pointe Blvd., Grosse Pointe Farms, Michigan. A reception will be held at the church, immediately following the Service.

You may remember Skip from "The Last Shift" a documentary by Brian Kaufman describing the demise of the Packard plant, after the company moved to Indiana. You can see Skip here at the 4:00 minute mark of this trailer for the documentary. <https://vimeo.com/76144774>, or you may have seen him in attendance at the "new" groundbreaking ceremony at the Packard plant just this May.

May he rest in peace... / **Roger Luksik**

Mr. Gibson may have been the manager who actually padlocked the gates, but apparently a man named Lee McDevitt was the last regular employee left at the site, according to a newspaper article from 1956. We are all saddened by the passing of Charles Gibson, as there are so few former Packard employees left... / Craig Handley



Above: Charles (Skip) Gibson

Right: Lee McDevitt



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To join the national organization, call
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