

## Red's Parts Attic & Chrome Plating Service

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Customer Service, Communication and Quality of work are important to us.  
We stand by every job we do! Read what our customers have to say!  
\$ We Offer *Volume Discounts*. Contact Us for details! \$



1937 PACKARD 115-C TOURING SEDAN.

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**FEATURE:** Recently we helped our customer Mike in N.J. with his 1937 Packard 115-C restoration. He found the Packard stored in a barn since 1977. Mike purchased the vehicle and in a short time completed the restoration in his home garage. The Packard sat in storage for 40 years and in less than 1 year it went through a full transformation. This is a true barn find to a full restoration story!

**TESTIMONY:** It has been a pleasure working with Red's Parts Attic and Chrome. I was extremely lucky after doing some internet searching to find Joe DelVecchio at Red's Parts Attic. I would recommend them to any of my fellow car restorers. Joe's personal involvement, shipping and crating is amazing. Most importantly the workmanship cannot be matched. I'm a home garage Hobbyist. May of 2016 I bought a 1937 Packard 115-C Touring Sedan that needed a complete restoration. It was in a barn since 1977. I needed the bumpers, and bumper guards re-chromed. They did an amazing flawless job! I will be a long term customer.

Thank you, Mike Ryan (NEW JERSEY)

**REDS:** Mike your Packard turned out great! It looks new again! You did an awesome job on the rebuild. I'm glad you found us online during your search for a reliable chrome shop. It was fun for us to be a part of your 1937 Packard project. The final outcome looks amazing! Thank you for sharing the pictures and your positive feedback. Please keep us in mind for your next project!

**HISTORY:** Packard was started by James Packard, his brother William, and their business partner George Weiss. Their goal was to sell the best horseless

carriage offered at the time. The first Packard was built in Warren, Ohio November 1899. In the first year they built 400 Packard's. In 1902 Henry Bourne Joy from Detroit purchased his first Packard.

He was impressed with the automobile and its reliability. Henry Joy was from a wealthy Detroit family and decided to invest in the company. Soon Packard would be operating out of a 3,500,000 square foot facility in Detroit. At that time the facility was the most modern automobile manufacturing facility in the world.

In 1937 Packard introduced the 115-C model with a 6 cylinder engine. This was the first time Packard offered a 6 cylinder engine since 1928 Packard was trying to find a way to reach more of the market. At the time America was still going through a slow recovery from the great depression. Some thought the decision would change Packard's reputation as a Luxury Automobile maker. Packard's decision was soon proven to be the right move when a recession hit in 1938. Around this time many luxury Automobile makers were closing. Companies like Stutz, Dusenbergs, Pierce Arrow, Franklin and Peerless all closed. The 1937 Packard 115-C helped the company to survive the economical down fall of the early 20<sup>th</sup> century.

In 1942 Packard shifted all of their production to help with the war. Packard licensed an air-cooled, V-12 engine design from Rolls Royce known as the Merlin. Packard built their version the V-1650 Merlin. The V-1650 Merlin was used in the P-51 Mustang fighter planes. Ironically the P-51 Mustang was known as the "Cadillac of the skies" even though it was powered by a Packard built engine designed by Rolls Royce. The P-51 Mustang played a key role in protecting US bomber planes during their missions. The V-1650 was also used in Military PT boats. Each PT boat used 3 V-1650 Merlin engines. By the end of World War II Packard built over 55,000 engines. The grand total of government contracts made Packard 18<sup>th</sup> highest paid US Company during WWII.

Packard was one of America's earliest and finest luxury automobile companies. Packard's ability to change and adapt to the market helped them to survive the great depression, two world wars and a recession. Packard will forever be a part of American automobile history and American history. Their famous slogan can be remembered to this day "Ask the man who owns one."

**SHARE YOUR PROJECT:** Send us pictures and a short description of your project for a chance to be featured in a future Newsletter!

### **Reds Parts Attic & Chrome Plating.**

We specialize in restoring vintage and classic auto parts. Our crew has over 100+ years combined experience. Every part we restore is Triple Plated using Copper, Nickel & Chrome. This is the best way to restore old parts to a deep mirror, chrome finish that will last. Every day we are helping our customers restore parts to complete their restoration projects. Spring time and warm weather are just around the corner. Are you ready? Contact us today for a quote and delivery time estimate!



**Need help deciding which option to choose chrome or polish?** Our staff of experts will evaluate your parts and suggest the best option finish for your parts!

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Phone: 713-299-1555

Email: [joe@redspartsattic.com](mailto:joe@redspartsattic.com)

Website: [www.redspartsattic.com](http://www.redspartsattic.com)

[facebook.com/redspartsattic](https://facebook.com/redspartsattic)

*Reds Parts Attic & Chrome Plating*

*Bikers we can help with your motorcycles plating & polishing needs!*